The College of Business Administration

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

185 Madison Avenue, New York City

VOL. CXLIII, No. 12 NEW YORK, JUNE 21, 1928 10c A COPY

B. A. I. S. 1926 with N. W. Ayer & Son

Ask Sulloway if dealers are human



IF ONE were to trace the fine hose traditions of the world to their source the quest would end at the doors of "Sulloway Mills of New England," the oldest wool hosiery mills in this country, and in the reception room of Glengair, Ltd., of Leith, in the dour land o' Scots.

Between these two old and famous houses exists a working association of close-knit interests, ideas and ideals.

When Sulloway Wool Hose was brought out, the entire advertising effort was directed to establish consumer acceptance of "Sulloway" as the synonym of wool hose quality and fashion—new-world efficiency, old-world instinct for color and design.

An interesting side-light on this advertising was the dealer response. In the first advertisements no Sulloway address was included. One publication received so many inquiries from dealers that they asked an address be added. When this was done many dealers wrote Sulloway that samples be submitted; and one, that he would stock any numbers that Sulloway considered he should carry.

N. W. AYER & SON

ADVERTISING HEADQUARTERS, PHILADELPHIA

NEW YORK BOSTON CHICAGO SAN FRANCISCO



"A" is Melba Lov'me Rouge . . . "B" is Melba Lov'me Lipstick . . . "C" is Melba Lov'me Face Powder . . . Together they form The A B C of Beauty —an idea which sells all three products by suggesting the ease and advantages of their use in combination. It is a copy idea, a pictorial idea, a merchandising idea, an Interrupting Idea. It was created for Parfumerie Melba, Inc., by the Federal Advertising Agency, Inc., 6 East 39th St., New York.

PRINTERS' INK

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VOL. CXLIII NEW YORK, JUNE 21, 1928 No. 12

Why Not a Regular Inventory of Advertising and Sales Practices?

This Company Finds That a Periodic Appraisal of Merchandising Policies Is as Important as Regular Merchandise Inventories

By Horace S. Ridley

Vice-President, New England Confectionery Co.

THE word "inventory" in its most used sense means an itemized list of goods and their values. Most manufacturers concede that merchandise inventories are indispensable and must be taken at regular and frequent intervals. Such procedure is necessary to show the condition of their stock, its ratio to the other factors that make up their working capital and finally their profit and loss results. Too often, however, they fail to use the same care when it comes to measuring the comparative value of their sales and advertising practices. Their selling formula is more likely to be determined by the majority of their competitors and swallowed gracefully as inevitable with the repeated result that a fair gross profit is finally frittered away through such drains as free goods and premiums, prizes, excessive promotional work, rebates and allowances, wrong advertising, and unwise credit favors.

In the conduct of our business we regularly appraise our merchandising policies and we try to base our conclusions on their long-pull worthiness rather than their temporary expediency. If a plan is presented for consideration one of the first yardsticks applied is, "are we willing to make this a permanent feature?" If not, the negative answer goes a long way toward eliminating it at once. If, however, it seems fundamentally sound so that we feel justified in adopting it for regular use it is then but a short step to its working application.

For example, the use of free goods or premiums is a practice that is quite common in our industry but we have never employed either one. They may both be described as methods of cutting prices and as we would not want to cut prices regularly, we have barred free goods and premiums from use in our inventory. The strategy back of the free goods idea is twofold. The dealer is told only of the great benefit to him of having his average cost lowered on his purchase. He is not told of the seller's desire to load his stock beyond normal requirements so that competitors' products may have to wait or be shut out entirely. In the case of perishable merchandise the buyer may not be able to move the excess quantity before it gets out of condition and then the stage is set for a claim. If the seller refuses he usually loses a customer. If he agrees and allows the claim he loses the rest of his profit—part of it having already gone into the free goods. Either way he is badly off and all because of an unsound practice.

The premium plan also eats into profits and while it may induce initial sales many houses have

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found that once they start its use they must keep it up constantly. On products of real merit premiums become a mill-stone around the neck of profits. On products of doubtful merit they are a mill-stone around the neck of the buyer.

Offering prizes for jobbers' salesmen is another idea that has come under the ban—not because it would fail to stimulate the sale of certain items but because it would be bad economics for the jobber to permit it regularly. The sound situation there is for the jobber to exercise complete control over his own men and direct their selling work in the way that will be for the best interests of his business as a whole, rather than to allow any manufacturer to buy with prizes an unearned interest in the work of his salesmen.

Excessive promotional work is another evil that eats into profits. Crews of high-pressure detail men using circus methods tour sales territories in rapid succession creating short-lived demand, if any at all, and leaving a crop of unfilled promises that have the effect of prejudicing the trade against a legitimate amount of good detail work. The right kind might be productive because not overdone and because backed by a sustained local advertising campaign on products of real merit.

DANGERS IN REBATES

The subject of rebates is another one on which diversity of opinion rules but which is likewise open to analysis and measurement. In effect it offers the buyer a share in the profits on his own purchases only and when based on a sliding scale of increase as the volume increases may reach the point where all the profit goes to the buyer and the seller has none. Once the practice is started it becomes increasingly difficult to stop and the buyer is apt always to believe that someone else is getting even better allowances.

The list of advertising wastes is always subject to exceptions for different lines of business. Most people concede that almost all advertising is good but some is better than others. Real skill in the employment of advertising is to spend a definite appropriation in the most effective way for the particular product in question. That sounds like a large order and it is. The first step in making advertising money effective is to attune the program to the other features of sales work and so instead of looking upon advertising as a separate and detached tool it is our practice to put it right on the plate of our general sales manager whose responsibility it is to approve, direct and help formulate the program. This is orderly procedure that makes our whole sales organization at one with the advertising department and the agency.

When it comes to the formulation of a program some high grade research must be done. We used to feature a long list of products in rotation, using car cards, outdoor advertising and newspapers. As we inventoried this practice we found that we did not sustain our story long enough on any one item to give the advertising a chance to work. We found that the public seldom buys items by lines. Groups of products in a line can partake of the advertising advantage given to certain items if a thorough-going advertising job is done with only a few. We, therefore, selected three well-established items to be the leaders for advertising treatment. They represented three different types of candy in the 5-cent package field—Necco Wafers, Necco Chocolate Peppermints, Necco Bolster Bars. These products had been perfected and refined to the last degree and were in wide distribution in our various selling territories. All three carried our trade-mark seal. They would all prove the advertising story of Necco quality so that other products bearing our trade-mark would be accorded Necco prestige. With this policy as a background, the right copy appeal, the right mediums, the right kind and amount of crew work, and the right kind of presentation by our sales organization in the field, have combined to give us advertising

Millions for advertising

..to what end?

Is advertising simply one part of the machinery for supplying demand? Or has it a broader function?

In 1914 the value of manufactured goods was $1,114.17 per family. In 1925 it had increased by *more than 100%*, to $2,364.43 per family. What driving force behind the American scene! What capacity to desire, to produce, to enjoy!

It is one thing to supply the ever-enlarging demand for goods. A greater accomplishment has been the *stimulation of the demand* itself. Think of the "wants" of today as against those of fifteen years ago! Think what a quickening there has been in American society resulting in our present standard of living!

Is it coincidence that advertising has enjoyed its greatest growth during the same period? Far from it. The very nature of advertising is indicative of the causative part it has played in our renascence. Today business men do not question the power of this rousing, inciting form of mental suggestion.

Millions for advertising! Let us appreciate the larger significance of it. Every dollar helps to construct a new plane of living, one which will demand the production of ever-increasing volumes of products.

THE H. K. McCANN COMPANY

Advertising

NEW YORK SAN FRANCISCO MONTREAL
CHICAGO LOS ANGELES TORONTO
CLEVELAND SEATTLE DENVER

LONDON PARIS BERLIN

satisfaction that was lacking before.

Perhaps the most abused sales practice of the present hour is the widespread indifference by both buyers and sellers to terms of sale. This is always more noticeable in a buyer's market but should not be allowed to develop into a weak spot every time competition puts on a sprint. We would not want to see a lengthening of terms become a fixture in the food product field and neither would we look with favor on cash discount becoming a trade discount. Therefore, we hold inflexibly to our sales terms formula regardless of the easy going attitude of others on this subject. The result is that we do not have to go to the banks to help us handle the turnover of our working capital. Our customers have been taught to know that our sales terms mean what they say, and we are justly proud of the co-operation accorded us by our trade who realize that our terms are fair, based on the quality of merchandise offered at our prices.

MAKING CREDIT MEN OUT OF SALESMEN

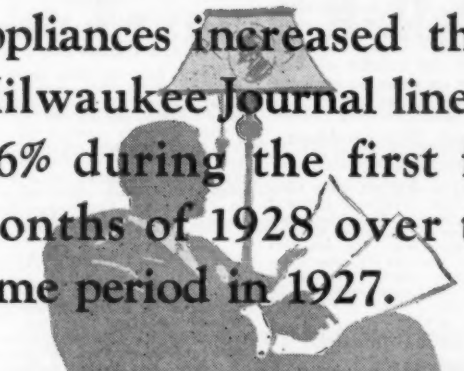
There was a time when our salesmen were detached from participating in the credit relationship of customers on the theory that it was the salesman's job to sell goods. His contact with credit matters was limited to instructions to refrain from selling accounts that were delinquent. But the disagreeable task of bringing such accounts into line was to be undertaken from the home office. A checkup on this as a sales policy took place. We found our salesmen were becoming half-way merchants—concerned only with getting orders but not with getting the pay for them. Their attitude toward the credit department while not exactly antagonistic was not co-operative and so we decided that purely in the interest of strengthening our sales practice the salesmen must be made to take an active hand in bringing about a strict observance of terms of sale among their own customers. At first they developed a species of stage-fright and were reluctant to talk finances to their trade. However, this gradually wore off and as they found that the paid-up buyer became a more liberal buyer, they became enthusiastic over their new-found intimate relationship with customers. Today our men are the business advisers of the jobbers on whom they depend for distribution. They are able to maintain this position because jobbers have made money in following their counsel and advice and all because we insisted that our men get into the credit picture.

We believe in the principle of budgetary control and as a basis for all our forecasts we start with a sales budget. This was another practice to which our men had to be educated; with previous performance figures before them we had them sit down and estimate what they would sell for a period of six months in advance. This made them think about what they were going to do and plan their work in advance—a somewhat different operation than holding a post-mortem over what had already happened. As each month rolls by the actual performance figures are given to each man for comparison with his estimate and they are then able to check their individual progress and apply the necessary pressure the succeeding month in the direction where it is most needed.

Consolidated sales estimates are likewise an immense help to the factory in planning production. We have been able to keep our finished inventory on an even keel and turn our stock to better advantage. Budgets provide a means for the people in the organization to present their ideas in a tangible form to their superiors and this is a healthy situation. Not only do we get good ideas but we find that it builds morale when we take into account in planning our work the very people who must carry out those plans and make them come true. Of course, budgets will not take the place of good management because problems will arise even with budgets that will call for the best thinking of the

Read by More Than Four Out of Five Milwaukee Families

Continuing their program* for building greater sales, manufacturers of electrical appliances increased their Milwaukee Journal lineage 8.6% during the first five months of 1928 over the same period in 1927.



*Twenty-one of the thirty advertisers in this classification used The Milwaukee Journal alone throughout 1927 to increase sales in the rich Milwaukee-Wisconsin market at one low advertising cost. And the remaining nine used more than three times as much lineage in The Journal as in both the other Milwaukee papers *combined!* The Journal printed a total volume of 187,086 lines—or 83.3% of the 1927 national electrical advertising in the three Milwaukee papers!

Whatever you sell, increase your sales in this territory at lowest cost through The Milwaukee Journal alone.

THE MILWAUKEE JOURNAL

FIRST BY MERIT

Thorough Trading Area Coverage at One Low Advertising Cost!

best brains in the organization. There is no cut and dried formula by which you can run a business. The budget is a good and useful administrative device but it will not work by itself. Good management must be behind it but it is a great help in planning sales policies which are to be kept sound over the long pull.

Adding everything up, an inventory of sales and advertising practices can be made to pay dividends in increased efficiency, which is the usual result when the individual members of an organization are encouraged to think their problems through to a conclusion and then put the results of that thought down on paper so someone else can look at them.

O. A. Hasse, Vice-President, Valentine & Company

O. A. Hasse, recently executive vice-president of The Glidden Company, Cleveland, has been made a vice-president and director of Valentine & Company, Inc., New York. He was formerly with the Sherwin-Williams Company for thirteen years, resigning to become one of the organizers of The Glidden Company.

W. S. Jordan Joins the "Delineator"

Wallace S. Jordan has joined the Eastern advertising staff of the *Delineator*, New York. For the last two years he has been with *Harper's Bazar*. Previously he had been with the Wales Advertising Agency.

E. W. Hanlin Joins John Ring Agency

E. W. Hanlin, until recently with the General Outdoor Advertising Company, St. Louis, has joined the John Ring, Jr., Advertising Company, also of St. Louis.

W. I. Techan Advanced by Chattanooga "Times"

Walter I. Techan, for several years on the advertising staff of the Chattanooga, Tenn., *Times*, has been made advertising manager. He succeeds C. A. Kracht, resigned.

Rumidor Account for Reimers & Osborn Agency

The Rumidor Corporation, New York, maker of humidors, has appointed Reimers & Osborn, Inc., advertising agency of that city, to direct its advertising account. Magazines will be used.

Claude C. Hopkins Heads Quinlan Board of Directors

Claude C. Hopkins, at one time president of Lord & Thomas, now Lord & Thomas and Logan, Inc., has been elected chairman of the board of directors of The Quinlan Company, Chicago advertising agency.

His varied experiences in the field have been detailed in his autobiography, "My Life in Advertising," recently published by Harper & Brothers.

Since his resignation from what was then Lord & Thomas, Mr. Hopkins has served several agencies and advertisers in an advisory capacity. The connection with The Quinlan Company marks his active return to the agency field.

Lum to Direct Montgomery Ward Chain Store Sales

Merritt Lum has been appointed sales manager of the chain-store organization of Montgomery Ward & Company, Chicago. Before joining the Ward organization the early part of this year, he had been manager of the marketing counselor's staff of the McGraw-Hill Publishing Company, Inc., New York. He formerly was vice-president of the A. W. Shaw Company, Chicago, in charge of the Shaw publications.

General Outdoor Appoints C. J. Carmody

Charles J. Carmody has been appointed manager of the Cleveland branch of the General Outdoor Advertising Company, Inc., succeding Walter R. Skiff. For the last eighteen months, Mr. Carmody has been sales manager of the Eastern division of the General Outdoor company, with headquarters at New York. He has been with this company since its organization.

Welte-Mignon Piano Account to Lyddon & Hanford

The Welte-Mignon Studios, New York, manufacturers of pianos, reproducing pianos and organs, have appointed the New York office of the Lyddon & Hanford Company, advertising agency, to direct their advertising account.

Walter Baker Cocoa Account to Go to Erwin, Wasey

The Postum Company, Inc., New York, effective September 1, 1928, will place the advertising account of Walter Baker cocoa and chocolate with the New York office of Erwin, Wasey & Company.

Appoints Seattle Agency

The Electrical Products Corporation, Seattle, Wash., has appointed The W. V. Mackay Company, advertising agency of that city, to direct its advertising account.

New England's Second Largest Market

The Providence Journal
and
The Evening Bulletin

have a greater net paid circulation than the other eight English language dailies in Rhode Island combined.

They offer adequate coverage of the compact Rhode Island market at a minimum cost.

These two newspapers carried 74.41% of the total advertising in Providence newspapers in 1927.

Providence Journal Company

Providence, R. I.

Representatives

Chas. H. Eddy Company
Boston New York Chicago

R. J. Bidwell Company
Los Angeles San Francisco Seattle

This Window Display Compiled Some Remarkable Sales Records

In One Store It Multiplied Sales Six Times in a Single Week

By Frank G. Ebner

Manager of Druggists' Advertising Department, Parke, Davis & Co.

THE window display shown in the illustration which accompanies this article was conceived and developed by Parke, Davis & Co. It was tried out experimentally in Detroit by means of actual window tests in competition with six other displays. The experiments showed that this display outsold the others all the way from 20 to 70 per cent.



THIS DISPLAY OUTSOLD SIX OTHERS ALL THE WAY FROM 20 TO 70 PER CENT

The new display, which features Neko, a germicidal soap, was used first in one of the windows of Seltzer's Drug Store, Detroit. This store is ideal for test purposes because there is no over-the-counter selling on the inside of the store which might tend to alter the figures somewhat. Seltzer's is a high-class prescription pharmacy, and the increase in sales of any product displayed in the window is a pretty good yard-stick of the pulling power of the particular display. Sales quadrupled.

The new Neko display in Seltzer's sold 122 cakes of Neko in sixteen days, or about 53 cakes per week. This is over four times the normal sale of Neko in the Seltzer store. The display proved so effective that it was kept in the window a little over one month and sold 239 cakes of Neko.

The display was then taken to the store of the C. F. Mann Drug Co., which occupies a busy corner in Detroit. In a single week, the sales of Neko jumped approximately six times the usual volume.

In one of the windows of the Kinsel Drug Store, Detroit, sales of Neko were boosted from approximately seventy-two cakes to 215 cakes in a single week.

The fourth store selected was the Nash Pharmacy, located on the East side of Detroit, in a neighborhood community. In a single week the sales jumped between six and seven times over those of the previous week.

In conducting this experimental

More advertising than both other Detroit papers Combined

During the first five months of this year, The Detroit News published a total of 12,332,656 lines of advertising, a total virtually twice that of the second paper, and greater by 205,128 lines than that of both other papers combined!

Such tremendous preference for The Detroit News is easily accounted for when one considers that for 55 years, The Detroit News has been the home newspaper of Detroit and offers the advertiser the largest circulation in Michigan concentrated where it does the most good—in Detroit and the local trading area.

4 Out of Every **5**

Detroit Homes Taking Any Newspaper Get

The Detroit News

The HOME newspaper

New York Office
I. A. KLEIN, 50 E. 42d St.

Chicago Office
J. E. LUTZ, 6 No. Michigan

work, the soap was shown for the first time under the new name of Neko and before we had begun to distribute it as Neko in the Detroit territory. The result was that we received telephone calls and orders for Neko from a great many drug stores all over the city of Detroit. One salesman, for instance, reported that several Liggett stores ordered Neko and insisted on having that product because of calls from the public. And all of this came about because of the experimental display in four stores.

The center card of the display, you will observe, says that one cake of Neko, according to the U. S. Hygienic Laboratory Test, is equal in germ-killing power to thirty times its weight of pure carbolic acid. This is the big idea, and it is dramatized by a homely comparison in the window, of one cake of Neko with thirty bottles of carbolic acid. There are four side cards in addition to the big center card. Each one carries a photograph of disease germs and an interesting story. One card shows a reproduction of typhoid organisms, another shows pus germs, another the germs of septicemia, and still another the germs of diphtheria. The copy on all of the cards is handled in such a way that it is completely understandable to the average man or woman who passes by on the street.

To get the full sales benefit from this display, it is essential that the druggist follow carefully the layout shown in the illustration which accompanies each display. The necessity of using thirty actual three-ounce bottles cannot be overemphasized. This is the heart of the whole display, and is the feature that makes people stop and look.

Two illustrated layouts accompany each display. One is used as a label on the outside of the packer to give the dealer an idea of what the material on the inside is like. The other is printed on the back of the large center card as a working model for the person who installs the material.

The display calls for thirty 3-ounce bottles filled with water, corked, and carrying "carbolic acid" labels. One strand of red ribbon (supplied with the display) is run from the large center card to the small round card on top of the bottles of carbolic acid. Another strand of ribbon is run in a similar manner to the other small card, which reads, "One cake of Neko." There is a slit on the top of each of the round cards, so that the ribbon can be readily attached.

The display was released early in May and has made a hit with the trade.

Forms Vawter Fanfold Company

William A. Vawter, II, formerly president and general manager of the Baker-Vawter Company, has purchased from the Remington-Rand Business Service, Inc., New York, that company's full interest and equipment for the production of continuous manifold forms. He will hereafter conduct this business under the name of the Vawter Fanfold Company, with headquarters at Benton Harbor, Mich.

George H. Shears, who was with the Baker-Vawter Company for twenty-five years as a production executive, will be general manager of the Vawter Fanfold Company.

Sherman Corporation Incorporates Sales Subsidiary

The market development—new products department of the Sherman Corporation, New York sales engineers, has been incorporated under the name of the Sherman Staff, Inc. King A. Harvie has been made president of the new corporation, and E. C. Conover, operating vice-president. Other officers are F. B. Hull and W. K. Lunt, vice-presidents, W. N. Patterson, treasurer, and Harold Lucey, secretary.

Harry A. Ahern Joins New York "Morning Telegraph"

Harry A. Ahern, recently with the Newark, N. J., *Ledger*, has been made advertising manager of the New York *Morning Telegraph*. He was formerly advertising manager of the New York *Evening Graphic*.

Spring Water Account for Dauchy Agency

Hunyadi Janos, Budapest, Hungary, spring water, have appointed The Dauchy Company, New York advertising agency, to direct their advertising account. Newspapers and trade-paper advertising is being used.

THE
JOHN H. DUNHAM
COMPANY

ADVERTISING

◆

In the six years or so of its existence this advertising agency has taken its place with the leaders in advertising practice · · · probably because of 3 things:

1. *Creative ideas.*

2. *The technical ability to carry out these ideas.*

3. *The business experience properly to relate advertising to the client's sales efforts.*

TRIBUNE TOWER · CHICAGO

HOW FURNI
by Chicago's L

The department store is not one store but many. Under its roof are housed the goods, the merchandising problems, of nearly every retail line.

How its separate departments reach ALL Chicago people—as they MUST—at the lowest advertising cost—as, too, they must—offers expert guidance to the advertisers of the merchandise lines they carry.

The furniture selling experience of leading Chicago department stores, certainly broad and significant, is reflected in the analysis of their advertising presented here. ***They use as much space in the Daily News as in the combined issues of the next two papers.***

It is the key to the efficient advertising of any product sold to the Chicago home.

THE CHICAG

Chicago's H

RE IS SOLD

st Retail Stores

Furniture Advertising in Chicago Department Stores in Agate Lines

FIRST FIVE MONTHS OF 1928

This list of the larger department stores is the one used regularly for the analysis of their furniture advertising by the Advertising Record Company, an independent audit bureau maintained by all the Chicago newspapers. Note that for papers having a Sunday edition the figures for week-day and Sunday publication are not separately reported by the bureau.

	The Daily News	Tribune 7-Day	Herald-Exam. 7-Day	Post	American	Journal
Boston Store	50,293	40,382	21,339	....	20,309	17,212
Carson Pirie Scott & Co.	18,490	30,791	9,285	7,014	6,447	1,470
Davis Co., The	109,700	32,636	8,094	3,657	23,710	9,587
Fair, The	47,401	43,512	5,936	9,084	16,565	1,746
Field, Marshall, & Co.	24,284	19,160	15,572	13,614	3,373	10,716
Leiter Bldg. Stores	8,221	6,517	740	....	722	390
Mandel Brothers	16,842	31,316	1,935	4,071	6,187	5,143
Sears, Roebuck & Co.	6,530	2,426	1,215	....	2,963	1,432
Stevens, Chas. A., & Co.	....	3,005	....	....	....	....
Ward, Montgomery, & Co.	....	7,342	4,726	....	3,558	....
Wieboldt, W. A., & Co.	25,372	10,680	7,348	....	4,907	213
Total	307,133	227,767	76,192	37,440	88,741	47,909

ADVERTISING REPRESENTATIVES

NEW YORK
J. B. Woodward
110 E. 42d St.

DETROIT
Woodward & Kelly
408 Fine Arts Bldg.

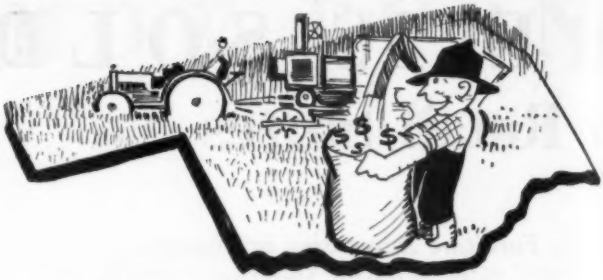
CHICAGO
Woodward & Kelly
360 N. Michigan Ave.

SAN FRANCISCO
C. Geo. Krogness
303 Crocker 1st Nat'l Bank Bldg.

MEMBER OF THE 100,000 GROUP OF AMERICAN CITIES

AILY NEWS

ewspaper



Oklahoma's Wheat has ripened into dollars!

EVERYWHERE in Oklahoma's big wheat section there's a business-like buzzing of activity today.

Throughout more than 4,000,000 acres an army of tractors are at work, moving combines, converting bushel after bushel of golden grain into potential dollars for Oklahoma farmers.

The United States department of agriculture, in its June 1 estimate, places Oklahoma's yield at 58,013,000 bushels. This is more than 25,000,000 bushels ahead of 1927 . . . and 12,000,000 bushels above the five-year average for the state.

It indicates that Oklahoma wheat farmers will enjoy an income of upwards of $70,000,000 from wheat alone, without counting the income from its many other crops and livestock, in 1928. They will be largely guided in the spending of this money by the advertisements in THE OKLAHOMA FARMER-STOCKMAN.

178,591 Copies Each Issue

Carl Williams
Editor

The OKLAHOMA FARMER-STOCKMAN
Oklahoma City

Ralph Miller
Adv. Mgr.

Published by THE OKLAHOMA PUBLISHING COMPANY
THE DAILY OKLAHOMAN AND OKLAHOMA CITY TIMES
Represented by E. KATZ SPECIAL ADVERTISING AGENCY
New York Chicago Detroit Kansas City Atlanta San Francisco

We Advertised for Seven Months Before Booking a Single Order

Then Our Industrial Advertising Began to Pull and New Business Has Almost Doubled Every Year

By W. W. Galbreath

President, The Youngstown Pressed Steel Company

LAST week it was my privilege to attend the annual meeting of the National Association of Flat Rolled Steel Manufacturers at White Sulphur Springs. While there I discovered that there are still a great many people in this world who do not believe in advertising. Early in my talks with them, I discovered that they did not believe in advertising because, strange as it may seem, they did not understand the subject and because they did not know what properly planned advertising can do.



W. W. GALBREATH

These men in the steel industry have always been vitally concerned with production problems, and their thoughts have run to tonnage and output to such an extent that they have never seriously considered the intricacies of marketing. Such problems have been left to their sales departments who were considered in many cases a necessary evil.

Before the war, the demand for steel kept pace with production. Sales were not a vital consideration. During the war, production capacity was rapidly increased to take care of abnormal needs, with the result that ever since the war there has been in the steel industry as in many other fields, a serious problem of over-production. Supply exceeded the demand. This condition at once brought the question of sales to the front and is the reason why steel executives spent practically their entire session discussing trade extension.

During the course of the week I had an opportunity to tell these gentlemen about our experience in industrial advertising and after the session was over I was very happy to see that some of these "twenty-minute eggs" in the steel industry were convinced that there really are possibilities in national advertising—that industrial advertising, as some of us have handled it, can be made to pay.

I am not going to talk to you, therefore, on the subject which has been assigned to me: "Can Industrial Advertising Reduce Industrial Selling Costs, and How?" but I propose to choose my own subject: "Industrial Advertising Can Reduce Industrial Selling Costs, AND HOW ! ! !" I propose to tell you just what it has done in our particular field.

In order that you may understand our problem I will have to explain briefly how our company was organized. In 1917, when the Sharon Steel Hoop Company bought the Youngstown Iron and Steel Company, it discovered that with the business it had

An address before the National Industrial Advertisers Association at St. Louis, June 11, 1928.

bought two departments, which while allied with the steel industry, were not strictly a part of steel making. Feeling that it was more interested in steel production than in steel fabrication, it decided to incorporate a separate company to take over these fabricating departments. Consequently, the Youngstown Pressed Steel Company was incorporated to manufacture metal lath, corner bead and similar fireproof building specialties in one department and pressed steel specialties in the other.

During the war, we ran our factory to capacity on products such as airplane drop bombs, depth mines, artillery tractor parts, and expanded metal. Following the war, we again took up the manufacture of metal lath and the other specialties for the building trade and also made agricultural implement parts and automobile parts in our pressed steel division.

Advertising has been used extensively in building up both of our departments but inasmuch as my time is limited I will tell you about the experience in our pressed steel department only. As I have already stated, in the period following the war, we were busy making agricultural implement parts and automobile parts. Our various departments were scattered through the plant of the old Youngstown Iron and Steel Company. As a matter of fact, they were located in four different places, making economical operation extremely difficult. The steel mill wanted the room and we were forced to build an entirely new plant. This was completed and we moved in on January 1, 1921.

QUANTITIES OF RED INK

Undoubtedly many of you gentlemen here will remember the conditions as they existed at that time. We had moved into a new plant with five times our previous capacity. During this first year, our total sales were only one-half of the previous year's with the result that our new factory operated at only 9 per cent of its capacity. Any of you who are responsible for profit and loss sheets can well understand what this meant and you can probably appreciate the quantities of red ink that we used. New business—orders—became a vital problem.

During 1921, the agricultural implement manufacturers, who had been our largest customers, practically went out of business. Many of these factories liquidated and for a number of years, due to a farmers' buying strike, there were practically no agricultural implements sold. In addition to this, the automobile industry was hard hit.

Being a new man in this particular industry, I could not understand why practically all of our customers were confined to these two fields. Investigation showed that the pressed steel industry itself was to all intents and purposes a child of the automobile. When the first automobiles were made they were built almost entirely of rolled shapes, castings, forgings, and even wood. In order to produce the present popular-priced car it was necessary to develop a new type of construction which would be both lighter to build and cheaper to operate.

Automobile engineers accomplished this by folding and forming sheets of steel to take the place of heavy castings. Today, an automobile is made almost entirely of pressed steel—the frame, the body, the wheels, in fact almost everything except the engine and the axle. I could not understand why, if this idea of pressed steel was good for the automotive industry, it would not be equally good for 1,000 other industries faced with the same problems. Every time I met a pressed steel manufacturer I asked the question. Everybody thought it was a good idea but no one seemed to know just how to put it over.

Having reached this point in my deliberation, I went to an advertising friend, and asked him if he thought it was possible to take my idea, and through advertising, build a business on it. It was three weeks before he came back with the answer that, "If we believed in advertising and if we

would stick to it for a period of at least three years he felt sure that we could make it pay, for his investigation indicated that the idea was basically sound."

It was at this time that with either a rosy optimism or a courage born of desperation I went to our board of directors and asked for an advertising appropriation of $20,000 and by the same token, it was either with the courage born of desperation or with a still more rosy optimism that the directors granted my request.

In April, 1921, our first advertisements started to appear. After a great deal of effort we found a few samples in our factory, from industries other than automotive, showing the castings and then the parts as they had been redeveloped into pressed steel. We took photographs of these different parts, together with a number of others we had worked out for automotive lines, and simply showed in our advertisements pictures of the "before and after" variety. We would run a picture of the casting beside a picture of the stamping, give the difference in weight, point out the savings and depend largely on this simple presentation to sell the idea.

It was seven months before we booked a single order. It required a great deal of courage to stick to it through this first period.

SELLING THE IDEA TO THE ORGANIZATION

One of our hardest problems was to sell the idea to the members of our own organization. They had been raised on the old system of taking an automotive engineer's blueprint, figuring out a price and submitting a quotation in competition with all other manufacturers. The low man got the business. Out of ten bidders someone would be sure to make a mistake and before shipment was made the successful bidder sometimes wondered whether or not landing the order had been much of a success.

It was an extremely difficult job in selling our idea of redevelopment to convince the hard-boiled engineer who had designed a machine which had been successful in the past, that he could save money and make a better product by substituting the lighter, and what appeared to him to be a rather inadequate product, for his heavy, substantial looking cast iron.

TESTING "POLICEMEN"

One of our early experiences will illustrate the point. "Dummy policemen" such as you see in the streets for marking traffic and which, if knocked down, will bob back into place were made of cast iron. A manufacturer of these wrote and asked to have an engineer call. They showed us the "dummy policeman" and asked whether it could be made of pressed steel. Mr. Stanitz, our chief engineer, assured him that it was practical and in this case, in order to sell the idea, we made up a hand-made sample and took it to the manufacturer's office.

The president, together with their chief engineer, ridiculed the sample as being entirely too light and entirely inadequate to stand abuse. Mr. Stanitz suggested that they take one of the old cast iron "policemen" and his sample, go to the top of the factory, throw them both out of a window and see what happened. They did, and dropped them on to a pile of cast iron pipe which happened to be directly beneath the window. The cast iron "policeman" broke at the first fall. The pressed steel "policeman" withstood the shock of four falls before it was bent and twisted beyond a point where it would function properly. It was possible, though, to take it apart, straighten out the different units, reassemble it and it would then work as well as ever.

It is needless to say that Mr. Stanitz landed this particular order, but you gentlemen who are experienced in selling know how hard it is to move a product when each individual prospect must separately and individually be convinced that the idea has merit and that the product will fulfill the claims which have been made for it. In many cases our files show that we have been in contact with

prospective customers for two years before a sale is actually made.

I could continue for hours telling you stories of these redevelopment sales. We have made car wheels weighing seventy-eight pounds to take the place of cast wheels weighing 125 pounds. We have made implement seats weighing four pounds taking the place of cast iron seats weighing eight pounds.

In the gasoline pump industry we have converted practically every manufacturer from castings to stampings so that almost every pump which is being produced today is made of pressed steel. Five years ago, practically every one was made out of cast iron. Aluminum is one of the lightest metals, but we have made parts out of pressed steel which were actually lighter than the cast aluminum part which they replaced.

When we reached this stage in our work, we were satisfied that the basic idea was sound. Manufacturers in any line would be glad to save money if they could be shown. We were selling an idea. We were not selling stampings. We were selling ingenuity rather than pounds of steel.

We have tried a great many different classes of mediums but we have always come back to those magazines which seem to be read by executives and shop managers—the magazines which are read by those executives who are responsible for the policies that determine profits and losses.

We are selling an increasing number of customers every year and the greatest single source for new business is the satisfied customers which we have on our books. Each year our new business has almost doubled and today a very substantial portion of our entire business comes from this one channel of redevelopment.

We rarely receive a direct inquiry. The answers to our advertisements usually seem to be the accumulative effect of any number of different advertisements which the inquirer may have seen. Very frequently, the inquiries come from people who do not themselves know why they happen to write. When our men visit a prospect, we usually find that it is a question of studying his whole broad problem of production costs rather than selling some one individual item.

We have now reached a point where the public seems to be interested in the engineering service which we are prepared to offer. We are consulted in connection with the design of new machines. We frequently assist in the entire redesign of an existing machine and our men rarely ever go into a plant without being recognized in connection with the advertising which we are doing.

It took us two years to turn our operations from red into black. It took us another two years to put the plant on a comfortable earning basis, but we have now reached the point where the earnings are quite satisfactory to our stockholders.

Our basic idea was sound. Our advertising has been a success and so, based on actual experience, I can say to you that if your product has merit, if your policy is sound, if you will tell your story to your prospective customers, and if you will continue to tell it long enough, you are bound to succeed. Industrial advertising will most certainly pay.

Greenville Talbott Joins Walter A. Allen Agency

Greenville Talbott has been appointed New York manager of The Walter A. Allen Agency, Inc., Hartford, Conn. He formerly was with the New York *Sun* and recently with *Editor & Publisher and The Fourth Estate*, New York.

Henry Disston & Sons Advance G. E. Hopf

George E. Hopf, who has been assistant sales promotion manager of Henry Disston & Sons, Inc., Philadelphia, saws, tools, etc., has been advanced to the position of sales promotion manager.

Hotel St. Regis Appoints Ray D. Lillibridge

The Hotel St. Regis, New York, has placed its advertising account with Ray D. Lillibridge, Inc., New York advertising agency.



*Largest Circulation in America among *Morning Newspapers*

* Standard Size Newspaper

Certainly here is a merchandising outlet no advertiser can reasonably ignore—reaching as it does an audience of reader-families greater than the total number of families in Detroit—in Cleveland—in St. Louis —or Los Angeles.

THE CHICAGO HERALD *and* EXAMINER

National Advertising Manager—J. T. McGIVERAN

EUCLID M. COVINGTON
285 Madison Ave., New York

T. C. HOFFMEYER
625-6 Hearst Bldg., San Francisco

9,500,000 Consumers

in the New York Market

Here is the richest and most highly concentrated sales territory in America. Here people earn more and spend more for the good things of life than in any other sales area. Take note of these age groups:

Age Groups	*Male*	*Female*	*Total*
Under 5 Years	479,000	471,000	950,000
5-9 Years	455,000	447,000	902,000
10-14 Years	423,000	413,000	836,000
15-19 Years	371,000	398,000	769,000
20-44 Years	2,090,000	2,116,000	4,206,000
45 Years and Over	915,000	909,000	1,824,000
Age Unknown	7,000	6,000	13,000
Total All Ages	4,740,000	4,760,000	9,500,000

Plus 130,000 Visitors Daily in New York City

Nearly Half of All the Consumers

who read any New York evening paper

Read the

NEW YORK EVENING JOURNAL

You can dominate the New York Market through the New York Evening Journal—at one cost and without duplication.

You can create greatest sales volume at lowest sales cost by concentrated sales effort in the New York Evening Journal.

There is no other evening paper in the New York Market which enables you to reach, at one stroke, so large a percentage of the total possible consumers in every substantial walk of life throughout this great sales territory.

CIRCULATION FOR SIX MONTHS ENDING MARCH 31st, 680,115 DAILY, NET PAID

NEW YORK EVENING JOURNAL

The Greatest Circulation of any Evening Newspaper in America and a QUALITY Circulation at THREE CENTS a Copy Daily and FIVE CENTS Saturday

Hearst Building Chicago, Ill. | 9 EAST FORTIETH STREET New York City | Book Tower Building Detroit, Mich.

Advertising men who visit Detroit during the I. A. A. convention will marvel at the industrial activity of this great city of 1,700,000 people and will understand why the Detroit Times has grown to a daily circulation of 312,817 and 348,904 Sunday—

"The Trend Is to The Times"

A "Canned" Sales Talk Sold Me an Oil Burner

Even the Star Salesman Might Get More Business by Repeating What Is in the Sales Manual

By Mandus E. Bridston

THE "canned" sales talk has been ridiculed so often that those salesmen who do use it are often ashamed to admit it to their friends. Standard talks are supposed to be used only by inexperienced or poor salesmen. Veterans, as a rule, turn up their noses and sneer if the sales manager suggests that the exact wording of the sales manual be followed.

But "canned" talks have decided merits for some products. The advertising manager of the Copeland Sales Company told recently* how valuable it finds these talks and not long ago I had an experience that has convinced me of their worth.

A series of telephone calls brought several oil burner salesmen to my office. I wanted a burner for my new home and thought the quickest way to get information about the various makes on the market was to let each salesman tell me his story.

They did, with varying degrees of fluency and conviction—some bad, some indifferent and some good. But one salesman stood out head and shoulders above all others in giving a thorough, logical and convincing presentation of the merits of the burner he was selling.

I later signed on the dotted line, but at the moment I was more interested in the salesman's methods than in his oil burner. He answered my questions directly and without hesitation. He knew his stuff. He didn't annoy me with grinning affability, as did some of the others. Spending hard earned cash for a burner was no laughing matter to me. I was dead serious and this chap met me with sincere earnestness.

"You've been selling oil burners some time?" I asked.

"No, I'm just getting my second wind."

"Mighty fine job you do for a beginner." We discussed salesmanship.

"Matter of fact," he said, "the talk I just made, and the answers to your questions, were repeated verbatim from our factory manual."

Then he told his story.

"Before I got this job I had to memorize the sales talk in the manual, letter perfect. I did it because I wanted the job; not that I expected to use anything but the substance when I got on the firing line. I didn't intend to be a walking talking machine. But I crammed the talk to perfection and cussed while I was doing it.

"Then I spent a week reciting and demonstrating to the sales manager. I thought he was paid to tell me to use that talk as is; it didn't occur to me that he really expected an average intelligent person to speak a piece at every interview.

"But I didn't interview by rote. At first I could hardly help doing it, for the talk was more or less ground into me, and I did well. Much better than I expected. I was enthusiastic. I threw the sales talk to the four winds, and began using my own ammunition. The bottom dropped out of my job. I just couldn't deliver the orders. I worked harder than ever, but couldn't make the grade.

"I suppose I'd be on another job now, or looking for one, if I hadn't talked over the matter with the star salesman on the staff. He isn't much to look at; at least he isn't my idea of a snappy selling ace, but he sure can bring home the bacon! I had

*"In Defense of the 'Canned' Sales Talk," PRINTERS' INK, May 17, page 117.

a hard nut to crack, but I was convinced the prospect was practically sold on our product. I told my colleague about this man, and he volunteered to go with me to interview him.

"After the introduction, this star salesman began repeating the factory sales talk, word for word. Stock answers from the book seemed to answer every question the man put to him. I was astounded that this veteran had to lean on a canned talk. But he got the order. At that I thought it was the bunk. I didn't think a red-blooded salesman could do it day after day.

"'You don't always bother with the sales talk in the book do you?' I asked him. 'Don't you sometimes find it better to tell the story in your own words?'

"'I used to,' he replied, 'but never any more. Why should I? I don't pretend to know more than the men at the factory. They've spent years finding out just what arguments will sell this product; they've studied human reactions a lot more than I have. They've learned through thousands of mistakes. Why should I take chances on making a good many more?'

"I've found out that the star salesman is right. And it's reasonable when you look at it rightly. The factory sales talk is a laboratory product. It is developed carefully from every angle. It may not be perfect, but it's as close to perfect as several keen minded men can make it, with thousands of interviews to draw from. People aren't essentially different. They react to the same arguments to a degree. Personality is important, yes, but not the scatter-brained kind that performs spontaneously. We salesmen are human. We do not hit on all six at all hours of the day. Maybe an original talk hits the bull's-eye; but I am not sure that I can repeat it in the next interview.

"So I'm content to bet my time on the law of averages. A good talk, even though repeated by rote, will deliver the goods more often than not. My sales record proves it to my own satisfaction.

"My last sales talk in a hard day's work is just as good as the one I make when I'm fresh in the morning, because it does not vary in any essential details. No important points are forgotten. The psychology back of the cut and dried sales talk is working all the time. Arguments that sell an oil burner today will sell it tomorrow under equal conditions. And conditions are mostly equal.

"Of course, the salesman must learn to put something of himself in the talk—his personality, enthusiasm, conviction, and all the other attributes that make a good salesman—but the talk in the book is good enough for me. I'm in this thing for the money that's in it.

"The prospect may interrupt, but I get back to the old line as soon as possible. Most interruptions are questions, and it's uncanny how the sales manual anticipates questions. They may vary in wording, but the answers are all the same.

"Sometimes I don't have to give the entire talk. If a prospect is ready to close before I am through, I ask for the order *pronto*. Once I was a little timid about asking for the order. I dreaded it. Now I'm watching every chance to close the deal quickly. If I guess wrong the first time, I go on with the talk. No use to bore a prospect with a lot of unnecessary arguments. If he wants the oil burner, and I know he wants it, that's enough, even though I've only reached the D.'s."

I bought an oil burner from this salesman.

The right kind of product backed by the right kind of sales talk, presented according to known human reactions, by a man qualified for the job, with the proper mental attitude, is a combination hard to beat.

New Account for O. S. Tyson Agency

The Hanson-Van Winkle-Munning Company, Matawan, N. J., manufacturer of electro-plating and polishing equipment and supplies, has placed its advertising account with O. S. Tyson and Company, Inc., New York advertising agency.

Observe

the advertising policies of the Indianapolis department stores

—who are naturally the largest local advertisers and who must necessarily blanket their territory much more intensively than the average national advertiser.

In 1927, the total linage of all department stores in all Indianapolis newspapers was apportioned as follows: The INDIANAPOLIS NEWS, 62%; the only morning paper, 13%; the second evening paper, 8%; the only Sunday paper, 17%.



The INDIANAPOLIS NEWS
sells The Indianapolis Radius

DON BRIDGE, *Advertising Manager*

New York: DAN A. CARROLL, 110 East 42nd St. Chicago: J. E. LUTZ, The Tower Bldg.

NEWS CIRCULATION IS OVER 98% HOME-DELIVERED

Reader Use—The Test of a Publication

C. G. CONN, LTD.
ELKHART, IND.

Editor of PRINTERS' INK:

We appreciate your prompt reply to our inquiry regarding an advertiser's right to publish a testimonial letter.

While, as you advise, specific cases should be taken up with an attorney, I believe the article from PRINTERS' INK MONTHLY states our case pretty fully.

C. G. CONN, LTD.
H. W. SCHWARTZ.

THE J. R. WATKINS COMPANY
WINONA, MINNESOTA

Editor of PRINTERS' INK:

Thank you very much for the splendid co-operation you have given us on our problem of printing foreign language direction sheets.

It seems to be a good policy that when in doubt, ask PRINTERS' INK.

THE J. R. WATKINS COMPANY,
L. W. GOLDBERG,
Advertising Manager.

AS Mr. Goldberg says so convincingly, "Ask PRINTERS' INK when in doubt." And not only when in doubt but when it is necessary to secure the facts. While, as Mr. Schwartz quotes us, some cases should be taken up specifically with an attorney, PRINTERS' INK does have enough case incidents to solve a great many questions when a manufacturer is in doubt.

The two letters we print above are merely two out of the hundreds which come in to PRINTERS' INK. This would indicate that a great many manufacturers are sometimes in doubt, and want the experience of other men as a guide post for their own course of action.

Since the first day of January, 1928, the number of inquiries which have come to the PRINTERS' INK research department are as follows:

January	1,310
February	1,178
March	1,403
April	1,155
May	1,325
Total	6,371

It is not possible for us always to advise a man who is in love where to find the poster girl of his dreams, which was the question one inquirer asked us recently, nor do we wish to take the place of an attorney on questions involving legal technicalities. On the other hand, so many executives have given freely of their experiences to PRINTERS' INK that their solution of a certain difficulty often acts as a beacon light for another man who faces a somewhat similar problem. We are always at the service of our subscribers. It is, as a matter of fact; good policy to ask PRINTERS' INK when in doubt.—[*Ed.* PRINTERS' INK.

W. A. Grevers with "The Outlook"

W. A. Grevers, who has been circulation manager of *Better Homes and Gardens*, Des Moines, Iowa, for the last two years, has resigned to accept a similar position with *The Outlook*, New York.

J. J. Cohn with Dessauer & Engel, Inc.

Joseph J. Cohn has resigned from the contract department of Lord & Thomas and Logan, Chicago, to join the sales staff of Dessauer & Engel, Inc., Chicago, jobber of men's furnishings.

F. W. Bliss Advanced by General Electric

Frederick W. Bliss, in charge of lamp sales for the General Electric Company at Providence, R. I., has been appointed publicity director for that organization in New England.

Appoints Weston Hill

Sargent & Greenleaf, Inc., Rochester, N. Y., manufacturer of bank locks and builders' hardware, has appointed Weston Hill, New York, advertising, to direct its advertising account. Business papers and direct mail are being used.

Bernard-Hewitt Appoints Maurice H. Needham

Bernard-Hewitt & Company, Inc., mail order clothing house, Chicago, has placed its advertising account with the Maurice H. Needham Company, advertising agency of that city.

Moorman Mfg. Co. Appoints J. Walter Thompson

The Moorman Mfg. Company, mineral feeds for livestock and poultry, Quincy, Ill., has appointed the J. Walter Thompson Company, Inc., to direct its advertising account.

STRICT neutrality of opinion in any given matter is not an outstanding characteristic of the average human being. A readiness to "take sides" is. Hence it is that in any newspaper's circulation there is a substantial element which is definitely more loyal to that newspaper than to any other which they might also read.

In a circulation as tremendous as that of the Chicago Evening American the importance of this factor of loyalty becomes pronounced. The number of readers more responsive to advertising appearing in the Chicago Evening American than to any in other Chicago newspapers is too great for exclusion from any campaign intended to "cover" metropolitan Chicago.

CHICAGO AMERICAN

A *good* newspaper



IN PHILADELPHIA— A UNIQUE SITUATION BENEFITS THE ADVERTISER



Philadelphia, the third largest market in America, contains six hundred thousand homes. The Evening Bulletin, with more than five hundred thousand circulation, is read in nearly every one. Substantial circulation! Built over a third of a century, without premium or circulation contest.

Philadelphia is unique: A great city of homes . . . with a newspaper that has won the confidence of the people.

A newspaper that has grown from a few thousand readers thirty-three years ago, to more than half a million today.

Upon its ability to interpret the sane, moderate spirit of Philadelphia . . . The Bulletin

has grown far larger than any paper in its city; has become one of the greatest in America.

In no other great market can you reach so large a proportion of the homes through one newspaper.

In this day, when advertising and selling costs are being closely analyzed—Philadelphia, more than ever, stands out: offering advertising economy and effectiveness that no other market can approach.

The Bulletin gives, at one cost, and a low cost, almost complete coverage of the third largest market in the country.

The manufacturer who is studying advertising and selling costs today, should give thought to Philadelphia, and The Bulletin.

Should take advantage of this unusual condition which offers a unique opportunity.

Leadership Everywhere

In Philadelphia, nearly everybody reads The Bulletin. And in its exclusive suburbs: In Bryn Mawr, Bala-Cynwyd, the Old York Road Section . . . it far exceeds the circulation of any other Philadelphia paper.



The Evening Bulletin

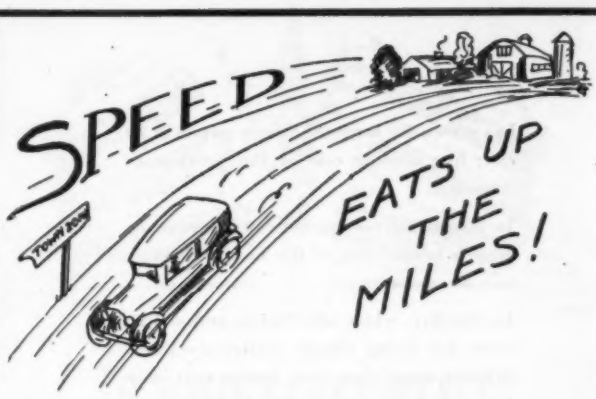
City Hall Square

PHILADELPHIA

Detroit Office: 321 Lafayette Boulevard
San Francisco Office: 681 Market Street

New York Office: 247 Park Avenue
Chicago Office: 333 N. Michigan Ave.

Copyright, 1928, Bulletin Co.



THE EXPRESSION "way out in the country" is almost entirely out of date. In the prosperous middle west, where 84% of THE FARMER'S WIFE circulation is concentrated, 61% of the farms are equipped with automobiles. Often there is more than one car per farm. A trip to town nowadays is a matter of an hour or two, whereas it used to be an all-day affair.

Farm women of today are so busy with their clubs, church organizations, extension classes and community affairs, that frequently "mother" has the automobile more than any one else in the family. Her opinion is worth cultivating for anything she may use to make her home more attractive, her housework easier, or her family healthier.

Talk to farm women through their own magazine, THE FARMER'S WIFE. Reach them at home, where the decision to buy is actually made, and sell them your brand. You could not make better customers than these modern farm women. THE FARMER'S WIFE is the only magazine in America published exclusively for farm women.

THE
FARMER'S WIFE
The Magazine for Farm Women

Webb Publishing Company, Publishers
St. Paul, Minn.

Western Representatives
Standard Farm Papers, Inc.
307 North Michigan Ave.
Chicago, Illinois

Eastern Representatives
Wallace C. Richardson, Inc.
250 Park Avenue
New York City

Member Audit Bureau of Circulations

Death of E. T. Meredith

As Secretary of Agriculture, He Put to Work the Principles Which Had Built Up a Successful Farm-Paper Publishing Organization

WITH the death on June 17 of Edwin T. Meredith, head of the Meredith Publishing Company of Des Moines, Iowa, there drew to a close a career rich in achievement. It is thirty-two years since Mr. Meredith, at the age of twenty, engaged in business as a farm-paper publisher. In that space of time he developed *Successful Farming*, which he lived to see go over the million mark in circulation, *Better Homes and Gardens* and *The Dairy Farmer*.

His publishing activities were his principal endeavor among many major interests which made Mr. Meredith a national personage. He has been in the forefront of leadership in the Democratic Party. In 1914 his candidacy for Senator from Iowa and, two years later, his candidacy for Governor, though unsuccessful, brought his prestige to the attention of President Wilson and, in 1917, he was appointed a member of the Board of Excess Profits Advisers. President Wilson appointed him a member of the Industrial Conference in 1919 and paid further tribute to his ability when, in 1920, he brought Mr. Meredith into his cabinet as Secretary of Agriculture.



EDWIN T. MEREDITH

During the preliminaries of the Democratic National Convention in 1924 and at the convention itself Mr. Meredith was often mentioned as a candidate for the presidential nomination. He declined to be so considered. Through the four following years the name of Mr. Meredith was frequently put forward as a possible compromise choice for the presidential nomination.

Mr. Meredith also interested himself in banking and became a director of the Iowa Trust and Savings Bank and the Chicago Federal Reserve Bank. He was able to devote much of his attention to associations organized for the advancement of business. He was a member of the board of directors of the Chamber of Commerce of the United States and, in advertising circles, his contributions to the profession were recognized by honoring him with the presidency of the Associated Advertising Clubs of the World.

As president of the latter association, Mr. Meredith was a staunch advocate for the maintenance and development of vigilance work, inaugurated by PRINTERS' INK with its Model Statute, and which has since led to the separate establishment of this activity as the Better Business Bureau movement. He visited a number of clubs in a campaign which he conducted to arouse the support of advertisers and publishers for what he believed was a needed policy of "insuring" advertising against undermining practices. For a number of years he continued active association with the club movement as representative of the sustaining membership on the executive committee of the A. A. C. of W.

When Mr. Meredith was made Secretary of Agriculture he was

the youngest man in the Cabinet. He was forty-three years old at the time. Sales principles were immediately put to work by the new Secretary as the essential part of his program to impress upon business men that the Department of Agriculture was not for farmers only. As advertising manager of the department, he declared that he was going to make known its services to every citizen. While he was a member of the Cabinet, Congress was considering a bill which would tax advertising. This bill was opposed by Mr. Meredith who, as representative of the farmers, declared that distribution of farm products involved packing, hauling, shipping and storing; that advertising entered into all these operations and that a tax on advertising added to their costs, placing a further burden on the farmer.

Mr. Meredith was the son of a farmer, Thomas Oliver Meredith, who, incidentally, was a publisher. His weekly agricultural paper, *The Farmer's Tribune*, at his son's persuasion, was moved from Avoca, Iowa, to Des Moines. That was in 1896 and, as has been said, ever since the son followed in the father's footsteps, with this difference: The father was a farmer and incidentally a publisher; the son was a publisher and incidentally a farmer.

The Farmer's Tribune, in 1902, was transformed into a monthly periodical which was named *Successful Farming*. *Better Homes and Gardens* was started in 1922, the same year that Mr. Meredith purchased *The Dairy Farmer*. These three periodicals constitute the Meredith Publications.

A PUZZLE FAN

Many of those who had come to know Mr. Meredith personally will recall that two of his principal diversions were detective stories and the working out of puzzles. He liked to solve cross word puzzles and to ponder over conundrums. If he put the conundrum to another and it was correctly guessed, he would try to argue the guesser out of the right reasoning.

Much of his time was spent in traveling and keeping speaking engagements in advocacy of a farm relief plan that he had worked out and which was close to his heart. He was a thirty-third degree Mason and active in the national direction of Masonic work.

Mr. Meredith is survived by his widow, a son, E. T. Meredith, Jr., who is a student at the University of Virginia, and a daughter, Mrs. Fred O. Bohen.

From Memphis, Tenn., PRINTERS' INK has received a telegram in which C. B. Nash, advertising manager of the Standard Sanitary Mfg. Company, pays the following tribute to Mr. Meredith:

"Edwin Meredith was my most intimate friend over period almost twenty years. We had planned tarpon fishing trip to Florida for June 1, duplicating our two weeks' trip of last year, but his illness cancelled it. He was clean, upright and rigidly honest on every count. His life was a splendid example of American opportunity.

"He was an outstanding credit to the publishing and advertising business, was lovable, loyal friend, staunch to the last. His family and friends have suffered great loss and our country has lost one of its outstanding figures."

In another message Mr. Meredith is memorialized by Merle Thorpe, editor of *The Nation's Business*. Mr. Thorpe wired from Washington the following:

"The friendship of Edwin T. Meredith meant much to me. His visits were always a tonic, his counsel always helpful. He was one of the great editors of his day. His interest in the age old mystery and romance of the harvest of the soil was unflagging and he succeeded in awakening a responsive interest among millions of others.

"It covered the backyard garden plot no less than the section farm. It was the starting point of his approach to all the problems and difficulties agriculture has encountered, and the source of his wide influence among those who on the farm or in the city are engaged in growing things."



In addition to the numerous artists who have become recognized as geniuses of the first order since Vanity Fair sponsored them in America, a surprising number of *writers* whose names are now familiar to almost everyone made their first bow to the magazine readers of this country through the pages of Vanity Fair. Here are some of the most popular:

P. G. Wodehouse	Elinor Wylie
Robert Benchley	Jim Tully
Dorothy Parker	Clarence Darrow
George S. Chappell	Hendrik Van Loon
Donald Ogden Stewart	Hugh Walpole
Milt Gross	Aldous Huxley
Corey Ford	Edmund Pearson

The first five of these writers, all humorists, appeared in every issue of Vanity Fair for two or more years before their work was published in any other American periodical. In its literary, as well as its artistic leadership, will be found Vanity Fair's power to attract those well-to-do, influential people who have always been responsive to that great modern selling point . . Good Taste.

Southern Newspaper Publishers Get Reports

ANNUAL conventions alone are not sufficient to maintain interest of members in their association, in the opinion of John A. Park, Raleigh, N. C., *Times*. For that reason his report, as chairman of the board, to the Southern Newspaper Publishers Association, now in annual convention at Gulfport, Miss., recommends that arrangements be made for holding regional or State conferences once or more during the year so as to overcome any difficulties, such as inaccessibility, which may prevent some members from attending the annual meeting.

The report, which is to be presented at today's session, also offers a suggestion to remedy another weakness which associations in general must face, that is accusations that they exist only as a means for an annual gathering or a golf tournament. Fellowship and contact are invaluable, Mr. Park admits, but to some members these are not sufficient to justify an association, so Mr. Park suggests that provision be made for the gathering of records and reports on various departmental operations and the distribution of these facts to members so they may all be familiar with what it is accomplishing.

Colonel Luke Lea, Nashville *Tennessean*, chairman of the advertising committee, in his report states that plans are under active consideration for "an advertising campaign of such magnitude that will place the South before the nation and world in a manner never before attempted."

It is not enough to permit the checking up of classified advertising to rest with classified managers, in the opinion of Cranston Williams, secretary-manager. The pressure under which they work each month makes it difficult for them to study the character of advertising they receive, thereby making it important for publishers themselves to be diligent. The S. N. P. A., he reports, has been very active in cleaning up misleading classified advertising in Southern newspapers.

The return to the 1920 postal rates was made the principal point of emphasis in the report of the president, Robert Ewing, of the New Orleans *States*. He made particular mention of the services which were put forth by Urey Woodson, Owensboro, Ky., *Messenger*, chairman of the postage and legislation committee and Mr. Williams, in carrying on the work of the S. N. P. A. in its fight for lower rates.

The meeting will continue through to June 23.

O. B. Capelle Joins Electric Vacuum Cleaner Company

Oliver B. Capelle has resigned as assistant advertising manager of The Peerless Motor Car Company, Cleveland, to become sales promotion manager of the Electric Vacuum Cleaner Company, of that city. He was at one time advertising manager of The Apex Electric Manufacturing Company, also of Cleveland.

H. N. Kerr with Stadler Photographing Company

Harry N. Kerr, for four years Western manager of *Architecture*, New York, and recently advertising manager of the *American Florist*, Chicago, has joined the Stadler Photographing Company, of Chicago, as sales and advertising manager.

Harry Levett Joins Federal Motor Truck

Harry Levett has joined the export department of the Federal Motor Truck Company, Detroit. For seven years he has been in business in South Africa. More recently he was with George Harrison Phelps, Inc., Detroit advertising agency.

Pittsburgh Plate Glass Buys Ditzler Color

The Pittsburgh Plate Glass Company, Pittsburgh, has bought the Ditzler Color Company, Detroit, manufacturer of color pigments.

Appoint Robert S. Farley

The Chicago *Journal* and the San Francisco *Bulletin* have appointed Robert S. Farley, publishers' representative, New York, as their Eastern financial and steamship advertising representative.

ADVERTISING responsiveness from any publication can be weighed we believe, not *alone* from the circulation figures that decorate its A. B. C. statement, but by the number of intelligent, imaginative, alert readers the publication can deliver.

¶

Now The Detroit Free Press makes no claim to a coverage of *all* the people in the Detroit market possessing some definite measure of intelligence, imagination and alertness. It may cover them, but no one can prove it, and 'twould be a tough job to uncover the fact.

¶

But the very make-up of this newspaper—its intrinsic content if you please—shows a very definite alignment with these very people we have been talking about—the people who really do *read* advertising *seriously*, who take it seriously and who *respond* to its appeal. To this add the fact that as a conservative journal it has acquired a circulation of 235,000 daily, 307,000 Sunday which is prima facie evidence of a most complete coverage of the advertisingly-responsive homes in the Detroit market.

The Detroit Free Press

Starts the Day in Detroit

VERREE & CONKLIN, INC.

National Representatives

New York Chicago Detroit San Francisco



"London calling Mr. Baker

said The News operator. "*The call will be through in fifteen minutes.*"

The time is 1:00 P. M. on the afternoon of April 13th. The Bremen flyers were reported somewhere over Canada. Harry Baker is General Manager of the Pacific & Atlantic Photos, Inc.—the New York News—Chicago Tribune picture service.

"*Go ahead*" said New York, and a far away voice answered "*Ready*". Then—

"*Mr. Baker? This is Mr. Campbell of the London Mirror. Can you take care of us on pictures of the flyers?*"

"*Be glad to. We have men and planes waiting all the way from Newfoundland down through New England. What have you in mind?*"

"*Well, send two or three good prints by Bartlane tonight if you can. Thanks very much.*"

A transatlantic phone call ordering transatlantic transmission of pictures of a transatlantic flight—from the London Mirror, England's first and largest picture newspaper, to The News in New York. The flight, the call, and the cable transmission of pictures were impossible two years ago; the latter two are routine business in our office now. The Bartlane process of cable transmission of pictures is exclusive with The News in America. And the great newspapers of the world have learned to depend upon The News as the first source of big picture news.

◆ ◆ ◆

Enterprise makes great newspapers.

Enterprise makes great circulations.

Enterprise makes a good newspaper more interesting to the largest circulation in America—and makes a better advertising medium.

And enterprising advertisers are taking advantage of this enterprising medium—which numbers its readers by millions within nine years, but keeps on growing; which gives a more efficient advertising presentation in a small paper with small pages of high visibility, at lower advertising costs. Investigate!

THE NEWS

New York's Picture Newspaper

Tribune Tower, Chicago 25 Park Place, New York

Now, Opportunity's Market, New Orleans



INEVITABLE prosperity! New Orleans grasps a tremendous opportunity with new vigor and determination, aided by those who will make a part of this inevitable prosperity their own!

What New Orleans, as one of the great metropolitan markets, has meant to commerce and industry has been but a foreshadowing of her future—an age of development and progress unequaled in her two hundred and ten years of history.

Already second port of the U. S., gateway to the world's richest alluvial valley, first city of the South—New Orleans has been unleashed! The last difficulty in the way of her development has been removed, New Orleans will be free of the menace of Mississippi floods forever. A half billion will be spent safeguarding the lower valley from the burden of the country's immense drainage system, and New Orleans, at the strategic point, has received an impetus from this legislation that will make for stability and prosperity undreamed of heretofore.

New Orleans is a market of unsurpassed opportunity now, and its sales medium, by dominating leadership in circulation, in prestige, in advertising volume, is

The Times-Picayune

In New Orleans

Member 100,000 Group of American Cities, Inc.
Member Associated Press
Representatives: Cone, Rothenburg and Noee, Inc.
Pacific Coast Representatives: R. J. Bidwell Co.

Trade Commissioner Myers Votes Against Publishers' Conference

The Text of His Dissenting Memorandum Together with Commissioner Humphrey's Reply, a Copy of the Actual Call for the Conference and Some Letters of Comment

[Editorial Note: On page 10 of PRINTERS' INK for June 7 there appears an announcement, issued by the Federal Trade Commission, stating that a conference of publishers would be called for the purpose of helping to eliminate fake advertising. The report was accompanied by a letter written by W. E. Humphrey, chairman of the Commission, in which he declared that publishers ought to be held responsible for all misleading advertising appearing in their publications.

In our opinion, Commissioner Humphrey's views regarding the publisher's responsibility for misleading advertising called for further explanation. A letter was therefore sent to him asking for additional information on thirteen specific points. This letter was published in our issue of June 14 on page 25.

In the meantime Commissioner Abram F. Myers has filed a memorandum expressing his reasons for disapproving of the proposed conference. The complete text of this memorandum follows, together with Commissioner Humphrey's reply and a copy of the actual call for the conference.]

Memorandum by Commissioner Myers

WHILE I am heartily in favor of eliminating false and misleading advertising, I am constrained to vote against this proposal for a Trade Practice Conference with the publishers of periodicals and newspapers. The only information supplied by the Director of Trade Practice Conference is that it is a proposal for "efficiently eliminating from this field of publicity all advertisements of a false and misleading nature."

In cases of false and misleading advertising the person guilty of an act of "unfair competition," within the meaning of our organic act, is the advertiser who sells his goods in interstate commerce. Hundreds of cases against advertisers have been handled by the Commission since its formation. In my view the publisher can only be held in such cases where there is clear proof that he has connived with the advertiser, in which cases he becomes a party to the advertiser's interstate fraud.

Such cases are rare; but they constitute the only ground for asserting jurisdiction over the publishers of the country.

Not only do I entertain grave doubt as to the Commission's jurisdiction as regards the publishers, but I am apprehensive lest the proceeding result in an unauthorized delegation of Governmental power to the publishers.

As I understand it, the publishers will be expected to adopt resolutions not to accept particular kinds of advertising or the advertising of particular concerns. It is to be purely a publishers' convention and the advertisers will not be represented, except indirectly through the advertising agencies, the intermediaries between the advertisers and the publishers. It follows, therefore, that the rights of the advertisers will be determined at a meeting sponsored by the Commission in which they will have no voice.

Publishers relying on resolutions approved by the Commission will be expected to cut off particular advertisers on the theory that their advertising is contrary to law. This will deny to such advertisers the full hearing guaranteed to them by the Trade Commission Act.

It is no answer to say that a publisher, acting alone, has the right

to decline any advertisements tendered for his periodical or paper, since what is here proposed is the concerted action of all or nearly all of the publishers, instigated by the Federal Trade Commission.

What I would guard against is the charge that the Commission has been instrumental in establishing a blacklist under which the concerns listed will be deprived of the right to have their cases heard and decided by the tribunal designated by the statute.

Statement of Chairman Humphrey

"I do not care to discuss the legal questions raised by Commissioner Myers' memorandum further than to state that I do not believe it is necessary to have any industry, person, or corporation to co-operate with or consult with or obtain the consent of any other industry, person, or entity in order to legally cease and desist from violating the law.

The Conference Call

A trade practice conference with publishers of periodicals of the United States has been authorized by the Federal Trade Commission for consideration of unfair methods of competition said to exist in the publishing business. A time and place for the conference has not been determined but the Commission has designated Chairman William E. Humphrey to preside at the meetings.

Letters Commenting on the Conference

PHOTOPLAY

NEW YORK, JUNE 16, 1928.

Editor of PRINTERS' INK:

While no one can fairly object to any movement directed toward the elimination of fraudulent or misleading advertising, there is a grave question in my mind as to the wisdom of the method proposed by the Federal Trade Commission.

The Commission has accomplished some remarkable results in improvement of trade practices in many lines of business. But the danger in this case is the assumption of Federal regulation of a business that has proved itself capable of regulating its own affairs.

No reputable publisher today carries advertising in his pages that he has not checked up on very carefully. The Federal Government, through the Post Office Department, already has the power to put out of business concerns who persist in fraudulent or misleading advertising.

The effort of the Federal Trade Commission seems to me like useless and dangerous encouragement of a bureaucratic form of government.

In *Photoplay* we have for years assumed this responsibility ourselves. At the bottom of every page of advertising runs the line: "Every advertisement in *Photoplay Magazine* is guaranteed."

In two or three cases we have investigated lately where complaints have been made to the Federal Trade Commission we found that they were inspired by competing firms.

It seems to me that advertising agencies and publishers can be very proud of the progress they have made in the last twenty years in the elimination of untruthful advertising, and I see no tendency on the part of either group to relax the effort.

PHOTOPLAY
JAMES R. QUIRK,
Publisher.

THE BETTER BUSINESS BUREAU OF FORT WAYNE, INC.

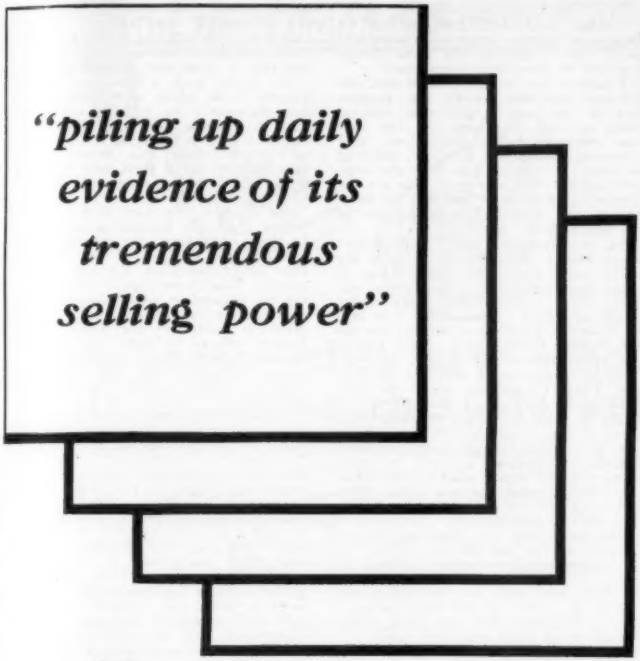
FORT WAYNE, IND., JUNE 12, 1928

Editor of PRINTERS' INK:

This is not the first time that the Federal Trade Commission has talked about taking action against publications that carry fraudulent advertising and while I can see no harm in calling a conference I am just wondering what the possible effects might be.

In our local Bureau work the newspapers of this city are the largest financial supporters and they are keenly interested in assisting the work of our organization. They have their own policies as to the type of copy that they will accept and it is not unusual for them to ask us for information when certain types of copy are offered. My experience in Bureau work has taught me that the wording of an advertisement may be entirely innocent and yet the advertiser may be perpetrating a fraud. Our larger publications can afford to employ members of their staff to check advertising copy carefully but the smaller newspapers are not in a position to meet this added expense. We have found classified advertisements that were entirely innocent and yet the advertiser was engaged in a fraudulent scheme. Locally, our papers are careful to question any advertising that arouses suspicion.

Our larger advertisers have definite agreements with us as to their advertising policies and the newspapers have agreed to refuse the copy of an advertiser that will not abide by the stand-



THERE is no magic, no wizardry in printers' ink. It cannot work miracles, nor can it do the impossible.

But this much is beyond question;—that many thousands of users of good printing are piling up daily evidence of its tremendous selling power.

Possibly you could use *more* printing to the advantage of your business.

CHARLES FRANCIS PRESS

461 EIGHTH AVE., PRINTING CRAFTS BLDG., NEW YORK

ards. Finally, we have recourse to the PRINTERS' INK Model Statute, but we have only had to resort to prosecutions under this statute in four cases during a period of more than seven years.

I believe that in the medical field the average publisher shows the greatest lack of care and I have seen publications carrying this type of copy that was unquestionably fraudulent that otherwise used care in their checking of copy. It may be that there are some publications in this country that are receptive to any type of copy but the number is not excessive in proportion to the entire field.

In the financial field every major fraud that I can think of is using the mails with their own publications or direct-mail material to land their victims. How many oil promoters, tipster outfits and such concerns that now lead in financial promotional efforts are using regular publications? Very few to my knowledge.

Some months ago I wrote to the Federal Trade Commission about its work in financial frauds and commented particularly upon the effort to adopt some form of a national blue-sky law. I can see no reason for adopting additional legislation until we are able to make more effective use of what we now have. The postal authorities are doing splendid work and could do far more if they had the man power.

We have long ago discovered that it doesn't pay to hit out at random but to handle our investigations among the entire group and then go after the individual who does not live up to the standards. With 22,000 publications I cannot help but feel that legal action would be on a hit and miss basis.

We are in sympathy with the work of the Federal Trade Commission and realize that some of its investigations have established new principles in our field but we do not always agree with the ideas of the Commission when it comes to a question of how best to achieve the results desired.

BETTER BUSINESS BUREAU OF
FORT WAYNE, INC.,
ROBERT M. SNYDER,
Manager.

ARMSTRONG CORK COMPANY
LINOLEUM DIVISION
LANCASTER, PA., JUNE 11, 1928

Editor of PRINTERS' INK:

If, as the Honorable W. E. Humphrey, Chairman of the Federal Trade Commission, says in his letter to Mr. Newbold, magazines and other publications are carrying a very large amount of "false and misleading advertisements," there is no doubt the calling of a conference of publishers to discuss this subject may result in some good in bringing it to their attention.

It has been the writer's belief that the larger and more important publications have for years exercised a self censorship over their advertising columns. The writer is loath to believe that these larger publications which carry the bulk of the advertising of this country knowingly and willingly permit false and fraudulent advertising to appear in their magazines. Frankly, the writer is not sufficiently in touch with the advertising that appears in small and minor publications to know whether their publishers are accepting advertising that is false and misleading.

No doubt such a conference would present facts which would substantiate the statements as to the amount of such advertising now appearing. Certainly if the publishers, through their own organizations, can be induced to take steps to clean their own house, so to speak, if this is necessary, then advertising will benefit.

In view of the fact that in many States there is legislation which can be invoked against the fraudulent advertiser and in view of the fact that the Better Business Bureaus of this country have done a good job in cleaning up fraudulent advertising generally and further in view of the fact that reputable publishers are making wholehearted efforts to keep fraudulent advertising out of their magazines, it remains to be seen just what other legislation or efforts are necessary along this line.

At its recent meeting in New York, the Association of National Advertisers devoted an entire session to the subject "sincerity in advertising." The writer does not believe that a survey of the advertising placed by the larger national advertisers would show that any considerable part of such advertising could be called false or fraudulent. Perhaps there is a class of fly-by-night advertising which has grown to greater proportions than we are aware of, but it is the writer's impression that there are existing laws and agencies which are effectively protecting the good name of advertising, and the writer sincerely believes that the publishers of this country with the large volume of advertising that is being done will of themselves be very willing to co-operate with any movement toward cleaning up this condition in their own industry so far as it may need cleaning up.

ARMSTRONG CORK COMPANY,
LINOLEUM DIVISION,
S. E. CONYBEARE,
Assistant Sales Manager.

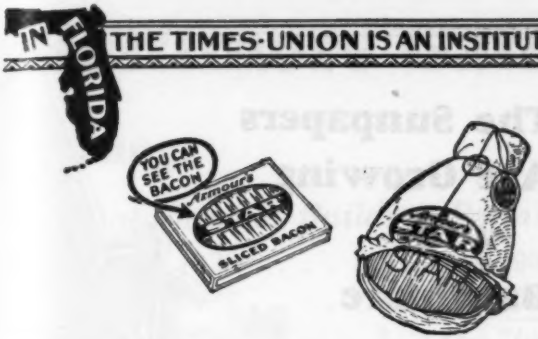
THE CLEVELAND BETTER BUSINESS
BUREAU, INC.
CLEVELAND, OHIO, JUNE 12, 1928

Editor of PRINTERS' INK:

This is in reply to your letter of June 7 concerning the Federal Trade Commission proposal on the responsibility of publishers in the rejection of advertising copy.

I believe there is some—a very small amount—of copy which can be rejected by the newspaper publisher upon reading and without further investigation. For instance, an advertisement of a furrier might contain the statement, "We sell absolutely the best furs in the city." This statement might be true, although it is extremely doubtful and rests entirely on a matter of opinion. The publisher should probably have a policy of rejecting such a statement in advertising, based on its probable fallacy, plus injury to other advertisers in the same newspaper.

Publishers probably also should have



They came—they saw—they built to serve this Market

ARMOUR & COMPANY built a new branch house in Jacksonville a year ago. This big new distributing depot supplanted a smaller branch house which had been in operation for some time—but the task of supplying Jacksonville and its trade territory with Armour products demanded more modern facilities.

Here is just one instance of many, in which national organizations have made Jacksonville the distributing point for their products in Florida and South Georgia—Times-Union territory.

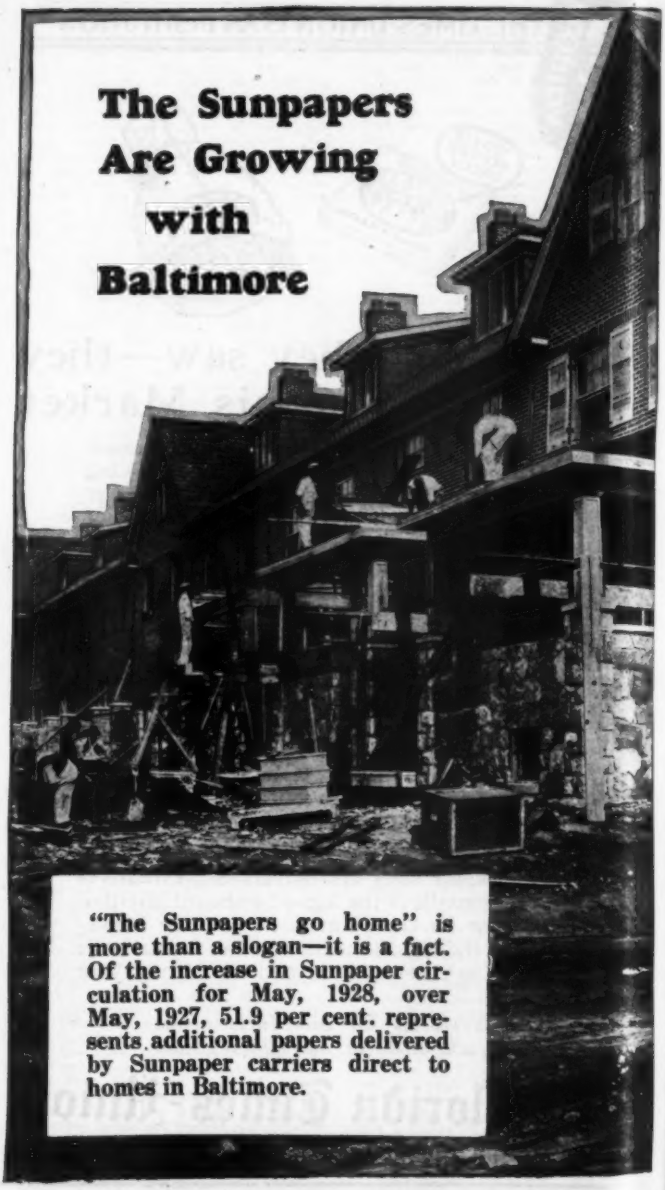
Better distribution of Armour & Company products has been an inevitable result of the growth of the Times-Union market. Coupled with modern distribution facilities, advertising in the Times-Union has helped to make Armour products more popular in this fast-growing section.

The moral for sales and advertising executives is: Jacksonville is the logical seaboard distribution point for the Southeast—and the Times-Union is the logical medium to carry your sales message to those who do and *should* buy your product.

Write us for any facts about Jacksonville or the Times-Union.

The Florida Times-Union

JACKSONVILLE, FLA.


The Sunpapers
Are Growing
with
Baltimore
"The Sunpapers go home" is more than a slogan—it is a fact. Of the increase in Sunpaper circulation for May, 1928, over May, 1927, 51.9 per cent. represents additional papers delivered by Sunpaper carriers direct to homes in Baltimore.

Baltimore Gains

Building:

Total Value of Building Permits

May, 1928	$17,533,200
May, 1927	14,973,492
Gain	$ 2,559,708

(Increase of 17.1%)

Circulation:

The Sunpapers, Daily (M & E)

May, 1928	291,148
May, 1927	254,452
Gain	36,696

(Increase of 14.4%)

Largest Circulation in Sunpaper History

Everything in Baltimore Revolves Around

THE SUN

MORNING EVENING SUNDAY

JOHN B. WOODWARD
Bowery Bank Bldg., 110 E. 42nd St.
New York

C. GEORGE KROGNESS
First National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave.
Chicago

A. D. GRANT
Constitution Bldg.
Atlanta, Ga.

the policy of rejecting proprietary medicine and therapeutic device copy which advertises cures for diseases which are generally accepted as being incurable or curable only under exceptional circumstances, such as cancer, etc.

There is a great body of copy that many of us think should be rejected by publishers, but if we step out of our character as Better Business Bureau managers for a moment we can see the dilemma the publisher is in, unless some proof that the copy is fraudulent or untrue is brought to him. Accordingly, he should not reject this copy until he has such proof. I refer to such advertising as tire fluids which render tires "punctureless," battery fluids which "recharge batteries instantly," internal combustion engine vaporizers which "increase mileage 50%," etc. Such advertisements are *almost* obviously fakes, but not quite.

I do believe that many publishers should and could tighten up their "house policy" on accepting copy. This would result in good to the public, good to the publication and good to the other advertisers in the columns. The reluctance to tighten up on the internal policy, of course, is brought about by keen competition among publishers for display lineage.

I believe, however, that a conference such as that suggested by Mr. Humphrey would be valuable. First, it would convince Mr. Humphrey that the situation could not be so easily handled by the publishers as he appears to think as expressed in his letter to Mr. Newbold. Second, it would serve as a gentle warning to the publishing profession that the Government is looking its way and that to avoid intervention it must do a little necessary house cleaning.

In the meantime, of course, whether such a conference is held or not, Better Business Bureaus will continue working steadily in the background, assisting publishers a little here and there in weeding out false advertisers and false advertising statements from honest advertisers' copy.

THE CLEVELAND BETTER BUSINESS BUREAU, INC.,
DALE BROWN,
Manager.

NATIONAL REPUBLIC

WASHINGTON, D. C., JUNE 16, 1928.

Editor of PRINTERS' INK:

We quite agree with you that it would be impractical for the publishers to shoulder the legal liability for all misleading advertising that appears in their publications. No one is more interested than the publisher in ridding the country of fraudulent advertisers, but as you say, if the publisher took on the legal liability for such advertising, it would require a research department for each publication; for if this phase of investigation were put in the hands of a few organizations, the publications then would be handicapped because of certain favoritism that this organization might extend to just a few publications. A few of the large publications would in this way have an advantage because they could maintain a research department of their own, and the smaller publications, such as ours, would suffer from such a plan.

We have always taken the position of first protecting the interests of our readers in any disputes with advertisers, and while we have had only a few complaints from readers, we have never had any trouble whatsoever in obtaining ultimate satisfaction for them through the advertiser. In a number of instances we have asked the advertiser to refund to the purchaser, and they have in every case followed our suggestion.

Our stand is that this publication is circulated through the mail, and that where a proposition is misrepresented, the advertiser has used the mails to defraud, and is therefore liable under the postal laws.

We are in favor of getting together with other publishers upon some sane method of weeding out the fake advertising, but do not feel that we could go to the extent of shouldering the legal liability for such advertising.

NATIONAL REPUBLIC
W. S. STEELE,
Advertising and Circulation Manager.

NATIONAL BETTER BUSINESS BUREAU, INC.
NEW YORK, JUNE 11, 1928

Editor of PRINTERS' INK:

I am familiar with the fact that the Federal Trade Commission is planning to hold a Trade Conference of Periodical Publishers and have advised Chairman Humphrey that I shall attend the conference.

I look to this conference as being a meeting which is scheduled to get the best thoughts on the subject for the purpose of providing some constructive help in eliminating false and fraudulent advertising rather than the adoption of a prearranged program which has not been discussed and thoroughly studied.

My feeling is that, as a result of the discussions brought forth at this conference, a better understanding of the whole matter will be provided.

All the points you bring out in your letter are quite likely to be called to the attention of Chairman Humphrey.

Frankly, I do not believe that the result of this conference will be detrimental to publishers as I feel certain that the Federal Trade Commission must be willing to accept a constructive program.

NATIONAL BETTER BUSINESS BUREAU, INC.
EDWARD L. GREENE,
General Manager.

CHICAGO BETTER BUSINESS BUREAU INCORPORATED
CHICAGO, JUNE 13, 1928

Editor of PRINTERS' INK:

I have read with interest your letter of June 7th, the article which appeared in PRINTERS' INK regarding the publishers conference on fake advertising and your letter of June 6 to W. E. Humphrey of the Federal Trade Commission. I shall be very much interested in knowing what answer you receive from Mr. Humphrey.

I believe that in your letter you have

FOLLOW THE FOOD ADVERTISERS WHO KNOW THE CHICAGO MARKET



Food advertisers have found The Tribune explodes the ancient theory that evening newspapers have the strongest hold upon housewives. And they spend far more of their advertising appropriations in The Tribune than in any other newspaper in America.

Read the running story of significant Tribune successes . .



James S. Kirk Company, producers of American Family and Jap Rose soaps, spent more in The Tribune in 1927 than in any other Chicago newspaper, and the Palmolive-Peet Company ran 13,726 lines in The Tribune.

Procter & Gamble placed 28,350 lines of advertising on Ivory Soap in the Sunday Tribune Rotogravure Section—and not a line in Chicago evening newspapers.

In 1927 Canada Dry Ginger Ale spent almost $100,000 in The Tribune; Anheuser-Busch advertised Ginger Ale in The Tribune, spending $65,000; and Hinckley & Schmitt used 20,604 lines in the Daily Tribune. In each case The Tribune received more than all other Chicago papers combined.





In the fall of 1927 Mickelberry, makers of popular Farm Sausage, gave The Tribune a $30,000 schedule—more money by far than they appropriated for any other Chicago paper, morning, evening or Sunday. Oscar Mayer, equal contender for this breakfast business, used many more lines in The Daily Tribune during the past year than they used in any competitor.

Calumet Baking Powder Company used black and white and rotogravure in The Tribune in 1927—an expenditure almost equal to its total appropriation for all other Chicago newspapers combined.

Year after year this conspicuous merchandiser has found that more women read The Tribune than any other Chicago newspaper, morning, evening or Sunday.



lue V as given
he Tr sive con-
ct fo hich over
5,000 ing 1927.
1928 dvertising
ntinu r in The
ily T h the larg-
t and e audience
wom ed by any
wspa market.



Maxwell House Coffee spent more money in 1927 in The Tribune than in any other Chicago newspaper. Thomas J. Webb used 16,526 lines in The Daily Tribune exclusively, and placed a non-cancellable contract for 1928. Chase & Sanborn spent more than $20,000 in The Tribune exclusively.

In 1927 Kellogg ran 29,949 lines in The Tribune and more than one-fifth of the entire sales of the Kellogg Company are made in Chicago and its territory. Quaker Oats Company spent more money in The Tribune during 1927 than in any evening newspaper, to establish Muffets, a newcomer —and Postum Cereal used 40% more space in The Tribune than in the next newspaper.



Food advertisers spend more money in the Chicago Tribune than in any other newspaper in America!

Anheuser-Busch Ginger Ale . . . Canada Dry Ginger Ale . . . Chase & Sanborn Coffee . . . Cheek-Neal Coffee Co. (Maxwell House Coffee) . . . Coca-Cola Co. . . . Joe Grein and J. Pahls (Malt Extract) . . . Growers of India Tea . . . Japan Tea Growers . . . Krem-Ko Company . . . Schoenhofen Co. (Green River and Edelweiss) . . . Thos. J. Webb Coffee . . . White Rock Ginger Ale and Mineral Water . . . Continental Baking Co. (Wonder Bread) . . . National Biscuit Co. . . . Ward Baking Co. . . . Oscar Mayer & Co. (Farm Sausage) . . . The Meat Trade . . . Blue Valley Creamery Co. . . . Glaser-Crandell Co. (Bread Spred) . . . H. J. Heinz Co. . . . Steele-Wedeles Co. . . . Kellogg Co. . . . Postum Cereal Co. . . . Quaker Oats Co. . . . Shredded Wheat Co. . . . Pabst Corp. (Pabst-ette) . . . Calumet Baking Powder Co. . . . Pillsbury Flour Mills . . . California Fruit Growers . . . California Prune Producers . . . United Fruit Co. Hinckley & Schmitt . . . B. T. Babbitt, Inc. (Bab-O) . . . Duz Co.

THE *judgment of these advertisers has made the Chicago Tribune the foremost food medium of all America's newspapers. Such a roster of leading national advertisers of food products proves The Tribune's appeal to the greatest number of Chicago women at lowest cost.*

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

New York Advertising Office, 512 Fifth Avenue, *Please Longacre* 8800

presented practically every side of the question that could be presented. My personal feeling is that while from some angles there might be some desirability for publishers to be held responsible for the copy appearing in their papers, it would be almost impossible, as you point out in your letter, for many publishers to judge what is fraudulent, misleading and deceptive, and what is not. My own personal experience with most publishers has been that they do not intentionally carry copy which is fraudulent, although as you know there are various lines of demarcation observed by publishers, some of them carrying anything which they feel is not sufficiently wrong to warrant prosecution under the advertising law. As a whole, however, I believe that Better Business Bureaus get reasonable cooperation from publishers.

A conference such as the Federal Trade Commission is considering could do no harm, and it might result in focusing even greater attention on the part of the publisher to the phase of fraudulent advertising. I do not feel that the publisher can successfully be held responsible for the fraudulent copy which appears in his publication, and it is doubtful, in my opinion at least, as to whether the Federal Trade Commission could make a set of standards of practice for publishers if it involved such a premise.

I shall be very much interested in knowing the turn of events.

CHICAGO BETTER BUSINESS BUREAU,
FLINT GRINNELL,
Manager.

BETTER BUSINESS BUREAU
ADVERTISING CLUB OF LOS ANGELES, INC.
LOS ANGELES, JUNE 13, 1928.

Editor of PRINTERS' INK:

It appears to me that the idea of the Federal Trade Commission in calling a Trade Practice Conference of periodical publishers to consider responsibility for the elimination of false and misleading advertising is a good one for the reason that any such conference cannot help but emphasize the necessity of eternal vigilance in the matter of accepting advertising copy.

It is my feeling that publications should not be forced to accept full responsibility for advertising copy. Manifestly it is impossible for publications to conduct an investigation of every advertisement submitted. My experience with publications of all kinds has shown me that they do not have the facilities for making such investigations and must therefore rely upon their own judgment as to the acceptability of such advertising copy.

Reliable publications throughout the country are coming more and more to realize the fairness of the various Better Business Bureaus in their consideration of this problem and while it would be a very fine proposition to hold publications responsible for advertising copy if they had facilities for investigation, it is quite apparent that the absence of such facilities would work a great hardship upon them if through the lack of definite knowledge as to a company's responsibility advertising copy should be refused. A great majority of publications are anxious and eager to eliminate copy that is false and misleading and require only the true facts from a Better Business Bureau to assist them in determining whether copy is acceptable or not.

It is the general practice of the various Better Business Bureaus of the country to co-operate fully with the Federal Trade Commission, as this Commission is perhaps the most important Federal body with which the Bureau movement works. But from the experience of these various Bureaus in handling this particular matter it would seem that the Federal Trade Commission would be taking upon itself a very great responsibility in requiring publications to accept full responsibility for all advertising copy published. If this principle were to be applied to advertising in publications, manifestly it should be applied to all other kinds of advertising mediums, which would be impossible.

As a rule radio stations are extremely careful in the dissemination of advertising statements, yet it would be going pretty far to require these stations to be responsible for every advertising statement made over the air.

In the case of direct-mail advertising, inasmuch as it would be impossible to hold the U. S. Postal Department responsible, it would be perfectly logical to require the printer to assure himself that the advertising material printed was absolutely true. So the principal objection to holding publications responsible for advertising statements published is that it would be requiring them to exercise a surveillance not required by the owners of other advertising mediums.

It is my feeling that the Better Business Bureaus have been proceeding along correct lines in this matter and that ultimately publications will come to the point where it will be difficult for any advertiser to run copy that is not strictly true.

BETTER BUSINESS BUREAU,
ADVERTISING CLUB OF LOS ANGELES, INC.
FERRIS R. MILLER,
Manager.

Life Insurance for May Shows Gain

New life insurance production was 18.6 per cent greater during May this year, than during the same month last year, according to a report of the Association of Life Insurance Presidents made to the United States Department of Commerce.

The total of new business of all classes was $1,170,888,000 for May, this year, against $987,191,000 for May, 1927. The total amount for the first five months of this year was $5,144,834,000 against $4,832,539,000 during the same period of last year, an increase of 6.5 per cent.

These figures are based on the report of forty-four companies which have 82 per cent of the total volume of life insurance outstanding in all United States legal reserve companies.

When You Change Your Distribution System—Watch Your Step

Some Thoughts on This Subject and on Other Business Policies

By a Sales Promotion Manager

[EDITORIAL NOTE: The man who wrote this article is employed by a large Western company and is striving to remedy some of the faults he has discovered. For that reason his name is withheld.]

CUSTOMERS, it appears to me, are very much like the radishes in our garden. If we, in our company, had observed the manner of raising good radishes more closely we would have a healthier condition among our customers now.

When you want to raise large, healthy radishes, you pull up all the small and weak plants, leaving the healthy ones to grow uncrowded. You get a few large radishes thereby, instead of many undersized ones.

With customers, why not the same policy? Looking into the sales of an old established company, there are always many undersized customers. The majority volume is with a minority of customers. The volume obtained through the majority of undersized customers often has the crowding effect of cutting down the volume from the large customers.

Rarely, however, does the manufacturer have the courage to throw out his undersized customers in order to nourish his healthy ones. On the instant of doing this, volume is lost. Absolute assurance is lacking that the policy will lead in the long run to getting it all back, with more as well.

The cost of handling many small orders may be eating the profits made from the few large ones. But on such a basis there is at least volume! A $10,000,000-a-year business *must* be prosperous, in spite of what the balance-sheet shows!

It takes courage and vision to pull up the little radishes. And no doubting hand had better attempt it. Once uprooted, small radishes die. And you must wait a time before the healthy ones grow to real size.

We weeded our bed; went into an agony of despair over lost volume; watered our remaining radishes almost to maturity. But we lacked the courage to keep it up; we tried to plant again in the same bed, and now have another crop of small radishes which will never mature. It cost a lot of small radishes; much wasted water; and dealt our progressive policy a blow which ten years will not heal.

* * *

When any company proposes a radical change in its system of distribution it is my advice that the steps be taken slowly, one at a time, and with a full realization of what difficulties may be met.

If the product has been sold through department stores under their own brands, and the company desires to push its own brand, it will pay to adopt one definite policy and stick to it. A vacillating policy is bad. I know because this was our experience.

When we started our agency plan for distributing our product a year ago, we notified several large department-store buying syndicates that we would no longer solicit or accept their orders.

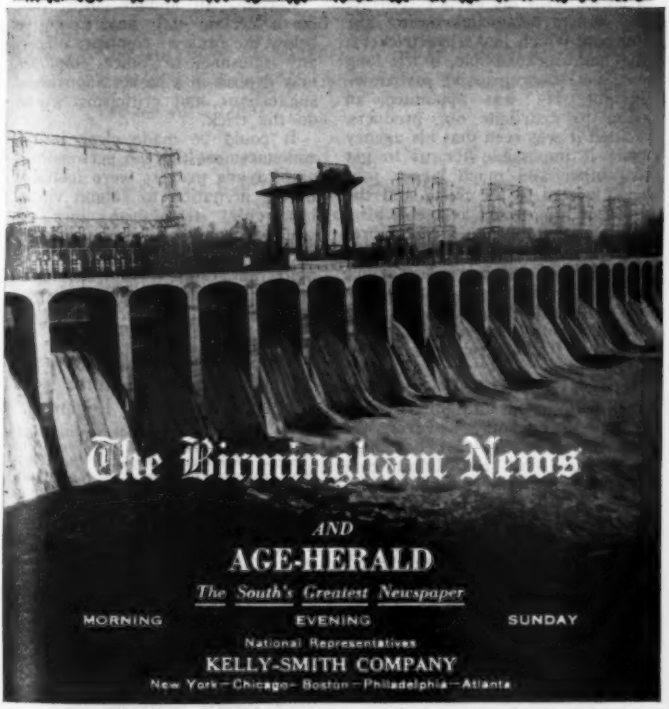
We planned to distribute solely through jobber agents, pushing only our own brand tickets, making our agency plan so that any store, big or little, would buy our product through our agents. The syndicates had been selling our line under their syndicate tickets, and though they had used one-fifth of our entire production we thought it wise to meet our jobber agents' plea that we play all our cards on them and not recognize the syndicates.

After we adopted the agency



ECONOMICAL POWER . . .

Throughout Alabama are scattered natural power plants—changing the untiring energy of Alabama's rivers to electricity. The Mitchell Dam Development of the Alabama Power Company is a typical installation. The dam is 90 feet high, 1,200 feet long—present capacity, 72,000 horsepower—ultimate capacity, 120,000 horsepower. With these great sources of waterpower to generate electricity—with coal, iron, limestone, and other mineral resources so close as to practically eliminate the cost of transportation for raw materials—the Birmingham market is fast becoming the richest of the South.



plan and threw over the syndicates, we found we sadly needed the volume they had used. Whether it was theoretically right or wrong, those who weren't keen about the plan anyway managed to have it agreed that we would take back the syndicate business.

The result today is:

1. Our jobber agents regard our decision to sell syndicates again as a step backward.

2. Their confidence in our stability of policy is much diminished.

3. They expect further and ill-judged changes from us.

4. The syndicates have not again opened their arms to us.

5. They seem to feel that we should offer lower prices than formerly, to get their business back.

* * *

A retailer who has been given an agency and handed certain promises with his agency contract is a human being and doesn't like anything which looks like trickery. We had, for example, a life-long customer—a progressive jobber, we thought. He was appointed an agent to distribute our products.

Soon it was seen that his agency made it impossible for us to get two other and much larger jobbers, located to the north and the south of him, to act as agents also.

It was our mistake for not foreseeing this. To get out of the difficulty, it was agreed that we should go to him and unsell him on the value of our agency so that he would give it up and continue his friendly relations on our other lines.

He was approached by a salesman, who unsold him quite readily. A few days later, however, the customer realized what had happened to him. He didn't care about losing the agency, but he resented having been handled trickily. He wrote us a letter stating just what he thought of such insincere handling and stating his intention never again to place a dollar's worth of business with us. So far, he has kept his word.

* * *

When it comes to policy questions on agencies, sales methods and the like, a vice-president of our company decides. And he is a man who likes "yes men," who hates to have anyone disagree with him or make suggestions which run counter to his preconceived ideas. A man may go out into the field and pick up some hot-from-the-griddle information which has an important bearing upon a pending plan. If the vice-president has his mind made up, it is useless to give him the new information.

Many men are afraid to tell all they know, to pass on information of value to the organization, for fear of offending someone.

Make it easy for such men to get their views and their information before the men who set policies.

Once a year, at least, it should be made possible for the men who have the "low-down" to get rid of their views, for the benefit of the company.

Perhaps an announcement that on a certain day any executive below the rank of company officer, any salesman or office employee may deposit in a basket anonymous suggestions and criticisms would do the trick.

It could be made clear in the announcement that no personalities or picayune matters were included in the invitation to submit views, but only actual-case incidents which affected company policy.

Some such method of encouraging suggestions from the ranks concerning company policies seems to me essential in any large organization.

W. E. Underwood Joins Lord & Thomas and Logan

W. E. Underwood, advertising manager of the National Lamp Works of General Electric Company, Cleveland, has resigned to join the New York office of Lord & Thomas and Logan as an account executive. He had been with the National Lamp Works for sixteen years.

New Accounts for Shuman-Haws Agency

The Heelem Corporation, and Killzun, Inc., both of Chicago, have appointed the Shuman-Haws Advertising Company, of that city, to direct their advertising accounts. Newspapers will be used on the former account. Magazines, business papers and direct mail will be used on the latter account.

Weekdays..413,473

Sundays....711,349

THE NET PAID SALE of The New York Times in May averaged 413,473 copies weekdays (an increase of 24,900 over May, 1927) and 711,349 Sundays (an increase of 54,000); average weekday and Sunday, 451,908 copies (an increase of 20,000).

No other standard size New York newspaper has shown so great a gain of readers in the past two years as The Times. Intelligent readers increasingly prefer its complete, accurate, non-partisan news. And every survey made has emphasized the unchallenged leadership of The Times in the vast quality market of New York.

The New York Times

FOOD ADVERTISERS MA

Sales

FROM PRESS ADVERTISIN

IN 1927 the six-day Press led the daily and Sund Plain Dealer combined, and the daily and Sunday Ne combined, in—Grand Total Grocery Advertising, To Local Grocery Advertising, Total National Grocery A vertising, Local Beverage, National Beverage, Lo Bread, National Bread, Breakfast Food, Condimen Dairy Products, Flour and Baking Powder, Fruits, Ma Retail Grocery Stores, and Soaps and Cleansers.

Only in "Miscellaneous" Grocery advertising and "Mea advertising did either 7-day combination equal the si day Press. The News led The Press in "Meats" 3,202 lines and the Plain Dealer led The Press in "Mi cellaneous" by 3,241 lines.

In the first 5 months of 1928 the 6-day Press again pu lished more than either 7-day combination, and mo national grocery advertising than both other dailies co bined.

Being a HOME newspaper, read in the EVENING nearly every Cleveland English-reading family, T Press makes actual *sales* for its advertisers that can checked in the cash register.

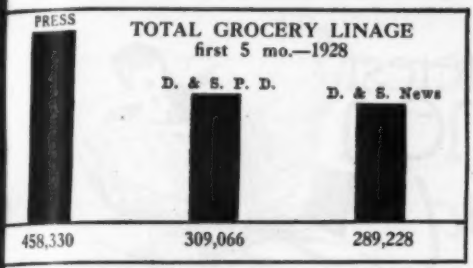
And that is why it leads in Grocery Advertising—as does in other *Selling* classifications—day after day, we after week, month after month, year after year.

The Clevelan

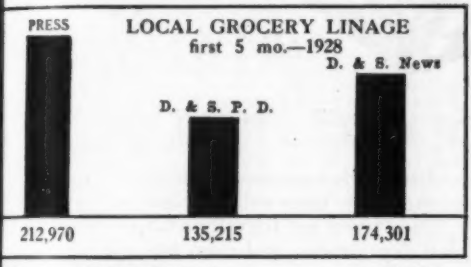
Detroit · Atlanta
San Francisco

NATIONAL ADV
250 Park Avenue, New Yor

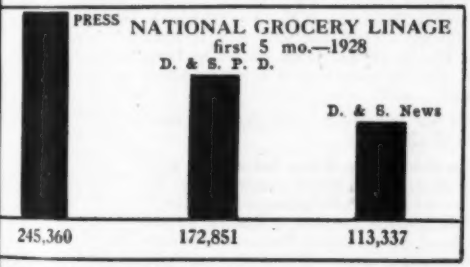
FIRST ADVERTISIN



Press leads 7-day P. D. by 149,264
Press leads 7-day News by 169,102



Press leads 7-day P. D. by 77,755
Press leads 7-day News by 38,669



Press leads 7-day P. D. by 72,509
Press leads 7-day News by 132,023

The Press is the First Advertising Buy in Cleveland

NO. 8

EDUCATIONAL ADVERTISING

In 1927 more educational advertising appeared in The Press than in both other daily newspapers combined, twice as much as in the daily News, more than in the daily and Sunday News combined.

Press



First in Cleveland

DV ING DEPARTMENT
N. Michigan Blvd., Chicago
SCRIPPS-HOWARD
Seattle · Portland
Los Angeles

BUY IN CLEVELAND

Of interest to men and especially Space buyers



Today distance is measured in time. When the lunch hour tolls in New York, spacebuyers get friendly with the plan department, and even artists tolerate the production man, while they lunch together.

But on the Pacific coast, the day has barely commenced—(it's just 9:00 a. m.). And when the Stock Exchange closes in New York, today's quotations are in today's Journal... early afternoon!

This is but one reason why Portland men prefer *The* Journal.

i.e. (or therefore)—if you list among your accounts anything from razor blades to men's clothing—stuff that mere man buys—buy *The* Journal, because it has the largest daily local circulation in Portland, an evening newspaper city!

The JOURNAL
Portland-Oregon

BENJAMIN & KENTNOR COMPANY.... Special Representatives
NEW YORK—2 West 45th St. CHICAGO—203 North Wabash Ave.
PHILADELPHIA—1524 Chestnut St.
SAN FRANCISCO—58 Sutter St. LOS ANGELES—117 West Ninth St.
SEATTLE—H. R. Ferriss, 3322 White Bldg.

3528 (*The Journal maintains an efficient Merchandising Service Bureau, at your disposal for surveys, charts, data, etc.*)

The Need of Qualitative Circulation Analysis

Circulation Figures Are Valueless if Based on Sales to Coupon-Cutters or People Who Want Cheap Insurance

By Herbert N. Casson

London (England)

MUCH attention has been aroused in Great Britain by the action of the Association of National Advertisers at its Cleveland convention, as reported in PRINTERS' INK.* The discussion at the Convention on "What Is Circulation and How Do We Know?" has started a similar discussion in the British Isles.

The decision of the A. N. A. to establish a Bureau of Research is warmly approved by British advertisers, and they will very likely watch its methods and follow suit.

Already the British Advertisers' Association has passed a resolution against the increasing of circulation by schemes and contests that cause people to buy publications as coupons and not as reading matter.

My attention was first drawn to this subject of qualitative circulation analysis in 1912. I was at that time vice-president of The H. K. McCann Company, advertising agency of New York.

We were placing a large number of advertisements in farm papers. We had about eighty of these papers on our list and had no means of knowing the value of their circulation. A casual glance at these farm papers showed that most of them were trashy—mere advertising circulars—but we had no data and no standards by which to weed out the good from the bad.

So I spent a week or two in making a close study of the papers themselves. I studied and classified eighty or more of them, and eventually found about a dozen in the first class. I graded them, so that the best were at the top of the list and the worst at the bottom. We then increased our advertising contracts with the high-class papers and dropped the worst ones, to the benefit of our clients.

In grading these papers, I used the following twelve tests of quality in circulation:

1. Subscription price.
2. Quality of editorials.
3. Personality of editor.
4. Quality of paper.
5. Quality of printing.
6. Number of illustrations.
7. Number of contributed articles.
8. Pages for women.
9. Guarantee of advertisements.
10. Whisky and drug advertisements.
11. Method of securing subscriptions.
12. Age of publication.

One formula that I devised was to multiply the circulation by the subscription price. This may not be a sound rule, but I believe that it has a certain amount of value in deciding the buying power of the readers.

Many of the papers had no editors and no contributed articles. They were edited by a pair of

As a start toward setting up machinery through which advertising may secure accurate certification of quality in circulation, the Association of National Advertisers has formed a committee to formulate plans for the making of a qualitative circulation analysis.

Knowing that Mr. Casson at one time worked out a point system for evaluating the circulations of farm papers, PRINTERS' INK asked him to describe his formula. It is with the hope that Mr. Casson's experience and views will be of some help to the A. N. A. committee, and to all other advertisers, that this article is presented.

*"Qualitative Circulation Analysis Sought by A. N. A.," May 17, 1928, page 33.

scissors. Such papers, evidently, could not be taken by efficient farmers and could not be highly valued by their readers.

Many were printed badly on the cheapest of paper. Their appearance destroyed the value of any high-class advertisement.

At that time, fully 80 per cent of the farm papers accepted advertisements of alcoholic liquor, drugs, mining stock, etc. These plainly deserved to be put in a lower grade than the papers that refused such advertising and that guaranteed the reliability of their advertisers.

A paper that had been published for twenty years was in a higher grade than one that had been started two years ago; and one that was edited by a man of knowledge and character was in a higher grade than one that was edited by a nonentity.

Also, I found that a number of the farm papers obtained subscribers by offering gifts. The paper was not taken for itself alone. This put it into a lower grade.

Thus, by this point system, I was enabled to put every paper fairly well into its proper grade with regard to the value of its circulation from the point of view of advertisers.

Plainly, the time has come when we must question the methods used by publications to increase their circulations. The "net sale" method is only a beginning. It does not go far enough. Many methods are being used today that are illegitimate—that compel the advertiser to pay for more readers than he receives. Too many publications are, in fact, not delivering the goods.

As yet, no English newspaper has made such a thorough survey and classification of the buying power of its readers as some of the American papers have done. English advertisers are left wholly in the dark as to the nature of the circulation of British publications. Not one publication has even made a guess at the validity of its circulation or the buying power of its actual readers. This is a new subject in Great Britain, on which very little has, as yet, been written.

One fact is generally known, that since advertisers began to demand "net sale" certificates, about ten years ago, many of the newspapers and magazines in Great Britain have begun to adopt all manner of schemes to increase their sales. Now that they can no longer tell lies about their circulation, they have learned how to make the circulation itself a lie. And the battle for a reliable circulation figure has now to be fought a second time.

Several of the leading newspapers now offer "free insurance" to all registered readers. The beneficiaries pay no premiums, in at least one instance. All that they have to do is to sign a registration form, stating that they buy the paper regularly.

As much as $400,000 a year has been paid out in insurance by a single London newspaper. And who pays the bill? The advertisers.

During the last few years, street accidents have greatly increased in London. They are now happening at the rate of 80,000 a year, and the London humorists ascribe this increase to the policy of the newspapers in making accidents so profitable. If a man wants $50 urgently, all he has to do is to sign a registration form and be knocked down by a bus.

BUYERS WHO ARE NOT READERS

It is evident to anyone that this "free insurance" secures many buyers who are not readers. Tens of thousands of people are now regularly buying three or four papers because of the insurance. It is the cheapest accident insurance in the world. The newspapers are to this extent ceasing to be newspapers and becoming insurance policies.

Then, in addition to insurance inducements, there are all manner of guessing contests. The prizes are enormous. One paper offered and paid $60,000 to those who guessed the winner of the Derby. As much as $25,000 has been paid for the best guess as to the results

More Than 200,000 Daily

Los Angeles Examiner

"Greatest Salesman in the West"

More Than 440,000 Sunday

5c. DAILY JUNE 21, 1928 10c. SUNDAY

CLASSIFICATIONS THAT COUNT IN TOP PLACE ON L. A. EXAMINER

INDICATION OF ITS PRESTIGE IS SEEN

RUNNING true to the form that month after month proves the prestige of The Los Angeles Examiner, classification figures for May have just been released, and their significance in determining what newspaper in America's Fifth Greatest Market is most influential among buyers of the top layer, is again being remarked by advertisers.

First With Best

All newspapers are FIRST, of course, in some classifications; we know of none that are first in all. What The Examiner is proud of is its leadership in classifications that mean something; classifications in which the advertising must be resultful among people of more than ordinary ranking in life, above-the-average in spending ability and discrimination.

During May, for example, The Examiner LED ALL LOS ANGELES NEWSPAPERS IN local advertising in:

Notice These

Furniture	Musical Instruments
Furs	Radio
Jewelry	Real Estate
Cafes	Resorts
	Hotels

Autos, Motorcycles and Accessories . . . *as well as others of lesser importance*

We leave conclusions to the wisdom of any space-buyer.

YESTERDAY!



TODAY!



Back in 1896 a photographer climbed aboard his bicycle and pedaled out to Washington Boulevard and Third Avenue, in the country beyond Los Angeles. Tired and dusty, he took the picture you see at the top. Below, the same intersection as it looks 32 years later. It is now a close-in business and residential center. And imagine anybody pedaling by on a bike!
—Security Trust & Savings Bank Photos

LOS ANGELES HAS BUSIEST AUTO TRAFFIC IN WORLD

LOS ANGELES' automobile traffic greatly exceeds that of New York City, the largest city in the world, according to comparison made by the traffic commission from New York figures.

New York only has two street intersections where the total number of automobiles exceeds 30,000 cars in twelve hours. As far back as 1924 Los Angeles had twelve intersections with more than 30,000 cars passing in twelve hours, and at the present time there are approximately twenty.

of a series of football games. As much as $2,500 is paid for the solving of a cross-word puzzle.

All competitors in these contests must sign and cut out coupons, which are printed in the paper. The papers say: "Send as many coupons as you like." Thousands of people buy as many as fifty papers in a day for the sake of the coupons. Many buy 100 or 200 copies, in the hope of winning a prize.

DUSTBIN CIRCULATION

As you can see, this creates a dustbin circulation, which is of no value to advertisers, but for which they are compelled to pay. All these contests increase the "net sale."

This fictitious circulation has become a scandal in Great Britain. It has reached a point where it has aroused the active opposition of advertisers, and committee meetings are now being held to decide upon measures of prevention. There must either be a drastic reduction in advertising rates or the abolition of make-believe circulations.

A newspaper should be sold as a newspaper, and not as a horse-race coupon or an insurance policy. Suppose a newspaper printed a page of wallpaper, so that anyone could buy 100 copies and paper a bedroom; that would not be legitimate circulation. And at present there is no restriction upon the mad schemes of circulation managers. No one knows what they will do next.

As to the extent to which circulation has been made fictitious by these schemes, no one knows. Recently I asked several newsdealers this question. They agreed that their sales of a paper were doubled on Saturdays when the coupons are printed. This would mean a fictitious circulation of over 16 per cent.

Add to this the spurious circulation that is created by "free insurance," and it is quite likely that 24 per cent of the circulation of some publications is fictitious. This means that advertising rates are 24 per cent too high.

Enormous profits are now being made by most of the large London newspapers. Advertisers are now paying the price of a good house for a full page. Competition compels advertising. The newspapers have the big advertisers at their mercy.

The advertising revenue of three London newspapers for one week recently was $500,000. This is claimed to be a world's record. One of the three papers was a morning paper, one was an evening paper and one was a Sunday paper. The revenue of the morning paper alone was $365,000, for a single week. This paper has a circulation of 1,850,000 a day. Its average advertising rate is $34 per single-column inch, and it claims that this rate is 3 cents per 100,000 cheaper than it was in 1914.

The total receipts of London papers from advertising is now more than $100,000,000 a year. Allowing 5 per cent as a fair advertising cost, the sales created by this advertising should amount to $2,000,000,000 a year. It is not at all likely that they reach this stupendous figure.

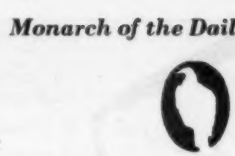
It is very evident that this is a matter that greatly endangers the interests of advertising agencies as well as of advertisers. Men who sell space in the daily press and in other publications must be able to guarantee that the space they sell is worth what it costs.

Already, in Great Britain, there is a swing toward direct-mail advertising. A British Direct-Mail Advertisers' Association has recently been organized. It is an attempt to reach the right people without paying for the wrong people, and to make sure that advertisements shall reach readers, not buyers only.

Harrod's—London's largest department store—is now sending out its own advertising magazine, "Harrod's News." This is sent to 60,000 charge customers. It is said to have greatly reduced the cost of advertising.

The fact is, and all advertising men must face it, that if advertising is not selling, it is nothing. And without skill on the part of

Monarch of the Dailies



In San Francisco . . .

Examiner Leadership has been Undisputed for over Thirty Years

National Display—

The Examiner ranked fifth in the United States in total volume of National Advertising during 1927. In San Francisco it has been consistently first—for over 30 years.

Local Display—

More local retail stores spend far more in The Examiner than in any other San Francisco newspaper—and have for many years.

Classified—

The Examiner ranked eighth among morning newspapers in the United States in Classified Advertising during 1927. In San Francisco it has been first by a wide margin for more than 30 years.

Circulation—

The Examiner has 75,088 greater circulation than the second paper Daily (an evening newspaper) and 204,491 greater circulation than the second paper Sunday (a morning newspaper).

San Francisco Examiner

Daily, 186,890 - - - Sunday, 368,928



Who WROTE the message *that Garcia got?*

Sometimes the world divides its honors queerly.

Garcia is famous—apparently for having been handed a message. Not one person in ten thousand can tell who wrote a message so important that Garcia simply had to have it.

When you see an advertisement for "Ball-Band" boots and arctics in the farm press, you see pictures and read true stories of farmers who have found a sure way to keep their feet warm and dry.

But you're not likely to hear of the quest for those pictures and stories.

. . . The quest starts in New England, when snow and ice still claim the land. It works west to Nebraska, just as winter is breaking up. It ends in Tennessee, where spring has brought thaws and mud.

Through eleven states L. M. F. of our Chicago office takes himself and his tongue and his camera. Wherever a "Ball-Band" user is at work, he asks the inevitable question "Are your feet warm and dry?"

He talks with farmers tending stock, raising hogs, herding cattle. He asks them how long their boots wear. He finds out whether they prefer three- or four-buckle arctics. He discovers many things about boots that bootmakers may not know. And he photographs the farmer at his job.

Here he snaps farmers covered with creosote dip. Here he photographs farmers pruning trees, dragging ice, pitching manure.

Gales often make the going rather tough. Mud makes the going rather slow. Skittish calves make camera work ticklish. Prize-winning bulls occasionally make the work hazardous.

A few weeks later another "Ball-Band" campaign is being reduced to copy and layouts. Needless to say, the advertising rings as true in a farmer's ears as a silver dollar does on a cashier's counter.

Such advertising is not easy to prepare or easy to write. But it is a "durned sight" easier for the farmers to read than the kind of copy that is ground out of old proofs sitting close to a desk and a warm radiator.

GEORGE
BATTEN
COMPANY
INC.
Advertising
NEW YORK
CHICAGO
BOSTON

the advertising agencies and honesty on the part of the publishers, the advertising becomes unprofitable.

When a publication says, "We sell 300,000 copies a day," the advertiser has a right to ask: "For what purpose are these papers bought? Do the buyers read the papers? What kind of people buy them and what is their buying power?"

It is quite conceivable that a paper might be started that would have a circulation mainly among the unemployed. Of what value would its space be to advertisers? It would be unprofitable to advertisers even at the lowest price.

It seems evident that circulation must mean possible buyers. Otherwise it is fictitious, so far as advertisers are concerned. That is the new standard that we are trying to establish in Great Britain.

What seems to be needed is an Audit Bureau of Readers. "Net sale" alone is not sufficient.

We need a Formula of Circulation. I would venture to give this as a definition of legitimate circulation: It must consist of copies sold singly at a fair price; for the sake of the general contents, to people whose buying power is sufficient to purchase the goods that are advertised in it.

Papers and magazines must be sold to readers, not to coupon-cutters nor to people who want cheap insurance or any other such thing.

In general, I would say that there are at least five factors that make quality in circulation from the standpoint of advertisers:

1. The number of actual readers.
2. The buying power of these readers.
3. The length of time that the publication is in use by readers.
4. The confidence of the readers in the reliability of the publication.
5. The right class of readers for the purposes of the advertisers.

The New Orleans Insurance Exchange, New Orleans, has appointed the Fitzgerald Advertising Agency, Inc., of that city, to direct its advertising account.

English Is Not a Thing with Which to Trifle

LESAN-CARR ADVERTISING AGENCY
ST. PETERSBURG, FLA.

Editor of PRINTERS' INK:

I particularly enjoyed the ironic introduction to "Shall We Insist on Flawless English in Advertising?" [May 17 issue], because it is true that all too many men dismiss with a gesture such "details" as meticulous choice of words and careful syntax.

It has been my observation, however, that the more intolerant of these things a man may be, the less he knows about their importance basically, and I've always interpreted his superior attitude as effort to cover up a self-admitted ignorance.

Details? Of course. But you know what Michelangelo said about the importance of details!

LESAN-CARR ADVERTISING AGENCY,
NOBLE T. PRAIGG,
Vice-President.

Joins Newmann Mfg. Company

H. Eichhammer has joined The Newmann Manufacturing Company, Cincinnati, architectural and ornamental brass, bronze and metal work, as sales promotion manager. He was formerly with The Procter & Gamble Company, of that city, in a sales promotional capacity.

Miss G. A. Taylor Advanced by United Fruit Company

Miss G. A. Taylor, for the last ten years in the advertising department of the New York office of the United Fruit Company, Boston, has been made assistant advertising manager, in charge of advertising for the passenger traffic department.

Bircher Appoints Lyddon & Hanford

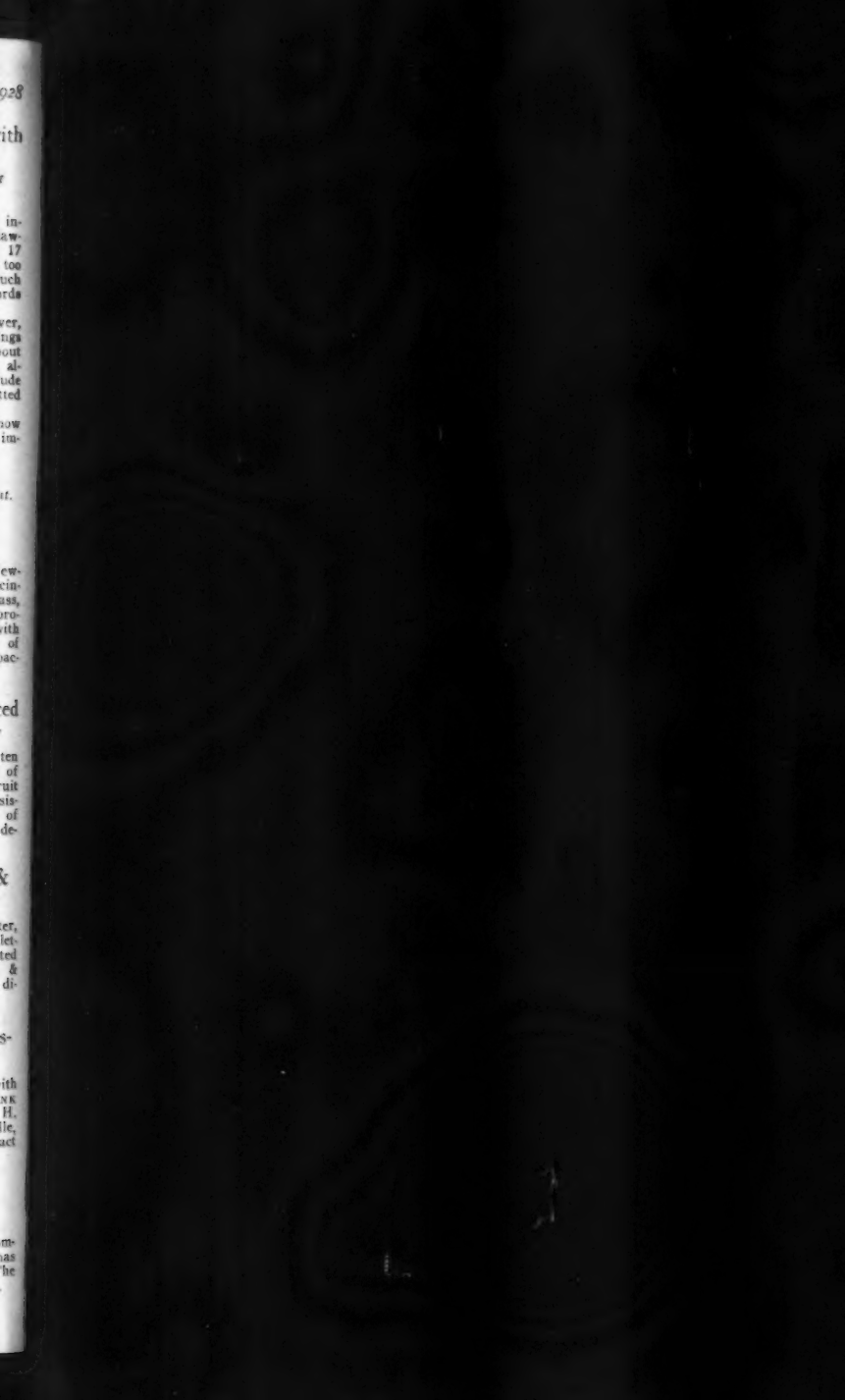
The Bircher Company, Rochester, N. Y., manufacturer of Lightning letter openers and sealers, has appointed the Rochester office of the Lyddon & Hanford Company, Rochester, to direct its advertising account.

D. M. Hubbard Joins Louisville Agency

D. M. Hubbard, for six years with the editorial staff of the PRINTERS' INK Publications, has joined the Elmer H. Doe Advertising Agency, of Louisville, Ky., where he will do copy and contact work.

Hood Rubber Account to H. K. McCann

The Hood Rubber Products Company, Inc., Watertown, Mass., has placed its advertising account with The H. K. McCann Company, New York.



American business aroused by waste of 7 billion dollars



National advertisers now giving more attention to individual markets than ever before.

(turn to next page)

Hundreds of individual markets, not one national market

"Seven billion dollars is being wasted by American business every year," declares Dr. Julius Klein, director of the U. S. Bureau of Foreign and Domestic Commerce. And the chief cause, he adds, is faulty distribution and marketing.

The simple truth is that thousands of manufacturers have been laboring under the delusion that our country consists of one great national market, when in reality it is composed of hundreds upon hundreds of individual markets—some of them highly profitable, many good, some fair, and others poor.

But fortunately advertisers are now fully awake to this situation, and more and more of them are supplementing national campaigns with local campaigns for individual territories. And the selection of these territories is based upon accurate knowledge of their market ratings.

Here is a marketing guide to 3,066 rural counties

Rural America, like Urban America, consists of many individual markets, not one national market.

These markets comprise 3,066 agricultural counties varying widely in the all-important matter of needs, desires and purchasing power.

Detailed information giving the market rating of each one of these counties has been compiled, and is now available in an alphabetically arranged atlas with color maps and legends.

This Marketing Guide, published by the Standard Farm Paper Unit, is entitled, "The Other Half of America's Market."



The Marketing Guide was compiled by disinterested, unbiased authorities. Copies are being distributed by appointment to advertisers and advertising agents.

(*turn to next page*)

A national medium with local prestige

The Standard Farm Paper Unit meets, with unmatched economy and efficiency, the need for concentrated advertising in the individual rural markets.

The 15 leading agricultural papers belonging to this Unit have a combined circulation of 2,225,000, and form a national medium with local prestige.

Their market flexibility enables you to tell a localized sales story in each different territory, and at the same time they offer you the money-saving advantage of one order, one plate and one bill.

Let us tell you the complete story of the Standard Farm Paper Unit. It will be sent promptly on request.

The STANDARD FARM PAPER UNIT

One order—one plate—one bill

WALLACE C RICHARDSON, General Manager

CHICAGO
Courtney D. Freeman, Western Manager
307 North Michigan Avenue

NEW YORK
Willard R. Downing, Eastern Manager
250 Park Avenue

San Francisco, Kohl Building

Your sales problem is national—but your dealer's is always local
The Standard Farm Papers meet both!

Missouri Ruralist	The Prairie Farmer	The Nebraska Farmer
The American Agriculturist	Ohio Farmer	Kansas Farmer
The Wisconsin Agriculturist	Wallaces' Farmer	The Farmer, St. Paul
The Breeder's Gazette	The Progressive Farmer	Hoard's Dairyman
Pennsylvania Farmer	Michigan Farmer	

Industrial Advertisers—Fact-Finding Crusaders

Their Work, through Their Association, May Have a Marked Effect in Making All Advertising Dig for Facts

By Harry Merrill Hitchcock

PERHAPS it is over-enthusiasm, but I am inclined to believe that the annual "Conference" of the National Industrial Advertisers Association, held at St. Louis last week, was a tremendously important one for all advertising; that it was probably considerably more important than even its own directing minds realized; and that its importance in the eyes of the entire advertising world is going to grow as time goes on. That rash assertion being set down, it only remains to prove it.

It would be easy to find things to criticize in the conference program and its conduct. The program was by no means devoid of what you might call the usual convention stuff—good, honest and painstaking presentation of familiar topics, in which nothing whatever was said that was new.

The really important thing about the conference, and the thing that I believe is going to grow more and more impressive in retrospect, is the manner in which at least two-thirds of all the time, attention and energy involved in these long and punishing sessions were devoted to what is essentially one topic.

That topic is essential reality. It is what underlies research in the true and impartial sense of the word; what we mean when we talk of "case studies," "market and product analysis" or indeed any analysis. It is fact-finding; it is the effort to bring the art of advertising measurably nearer to the status of a science.

It is often a question whether or not a group of earnest, sincere and hard-working men realize themselves just how big or how important is a job they are doing or have done; and that applies to this association right now. From the point of view of advertising volume and expenditure, the industrial group is not by any means one of the greatest or most influential in the advertising world as a whole.

But it is of the nature of advertising that it is even more completely and immediately dominated by ideas, and capable therefore of being captured by an idea than most other businesses. Therefore, look out for this industrial advertising crowd; they have an idea and they have already started to push it.

Here you had an advertising conference attended by 232 people. It was in session three days, and in those three days I did not hear one speaker make more than the briefest passing allusion to copy. I did not hear so much as one allusion to art or illustration generally, or to layout. One good brief talk on the use of color, and one on typography comprised the total offering on any of those features. There was just one address, and appropriately probably the brightest and wittiest of all, the final talk of the sessions, that dealt in any way primarily with the technique of persuasion as such—and it was built specifically around a series of actual case studies by Professors Borden and Busse of New York University.

What everybody talked about from first to last was facts. Marketing facts; cost facts; quantitative and qualitative analysis of mediums and methods. From the opening address of President W. W. Galbreath of the Youngstown Pressed Steel Company, appearing elsewhere in this issue, to that by President Miller of the Dodge Manufacturing Corporation two days later, one speaker after an-

other arose either to present facts or to plead for their collection and interpretation.

"We are tired of guesswork and 'inspiration,' we want to *know;*" "We have made a study of forty-two actual advertising appropriations in detail which lead to the following definite conclusions;" "Your committee has laid out the following program of research and market analysis;" from beginning to end as the steady insistence for exact and detailed knowledge, on every advertising factor, piled up, the impressiveness of the whole thing mounted.

Without any question at all, one of the highlights of the conference, for example, was the part played by W. H. Rastall, Chief of the Machinery Division of the Bureau of Foreign and Domestic Commerce. Mr. Rastall not only spoke from the platform at two sessions, but played a considerable part in many lively discussions from the floor, and this was the burden of his story:

"The Government is not only willing and able, but anxious to help you get the facts you need, and in usable form. But first of all we ourselves need to know and want to know just what you want, how, when and in what shape. There has been much criticism of the Biennial Census of Manufactures. Very well, if in its present shape it is not adequate, tell us what it ought to contain, and how, and we will set to work at once to revise it into useful shape.

"We are going to spend some $4,500,000 on getting information about American business and industry. We are going to have a Census of Distribution. Some of you say that the proposed Census of Distribution as it stands will fail to give you the facts you need in the form you need. Then now, and not later on, now when we are just getting ready and preparing plans and not later when we are already started or when the 1930 census is already virtually completed is the time to make your needs known."

George H. Corey of the Cleveland Twist Drill Company seconded Mr. Rastall strongly, remarking that "the bulk of our membership is not only wofully ignorant of its markets, but has no conception of the amount of information already actually available in Government reports and elsewhere, or of the way to get it."

He said that the Census of Distribution as so far planned will be of no value whatever to the industrial marketing man, for the simple reason that it would deal only with distribution through retail channels to the general consuming public; and both he, Mr. Rastall and many other speakers urged united effort by the association and their employers to secure hearings from the Bureau of Census to correct this—as Mr. Rastall assured them would be done if the case were made clear.

A point brought out by several speakers, and notably by Fred R. Davis of the General Electric Company, was that one of the foes this new passion for accurate research and exact knowledge of facts must fight is the still persistent secretiveness and mutual distrust of industrial organizations, which makes it extraordinarily difficult to persuade them to put their own store of facts and knowledge into the common pot. This was held up as an obstacle to the idea of a "self-census" by an exchange of marketing information among the businesses themselves.

Probably the best indication of the spirit and intention of the whole conference is to be found in some excerpts from the forecast of the coming year's program by Nelson Greensfelder, advertising manager of the Hercules Powder Company, and newly elected president of the association.

"We have faith," he said, "we need understanding; give us more facts." He described the committees the association already has at work in various research problems, and particularly the work undertaken at the instance of the National Industrial Advertisers Association by Walter Mann, research director of the Association of National Advertisers. This will go into:

2,057,930
AGATE LINES FOR MAY, 1928

—the largest volume of advertising carried by any newspaper West of the Mississippi River

Los Angeles Times

Eastern Representative:
Williams, Lawrence & Cresmer Co.
360 N. Michigan Blvd. Chicago
285 Madison Ave. New York

Pacific Coast Representative:
R. J. Bidwell Company
742 Market St. San Francisco
White Henry Stuart Bldg. Seattle

(a) The average rate per page per thousand for publications in each field.

(b) The average rate per page per thousand for all publications under consideration.

(c) The rate per page per thousand for magazines falling in the following circulation groups: 5,000 and under; 5,000 to 10,000; 10,000 to 25,000; 25,000 to 50,000; and 50,000 and over for each field.

(d) The average rate per page per thousand of all papers studied in each of the size-groups mentioned below.

Some of the other factors which will also be analyzed, tabulated and charted in connection with this study are the following:

Size of page; quality and mechanical make-up; percentage of editorial material to advertising; editorial authenticity; a standardized basis for more effective classification of readers by industries and by positions occupied.

Mr. Greensfelder also described a plan under way to apply a comparison of editorial costs as a yardstick for judging the relative value of magazines. He outlined, finally, five major objectives of the association during the coming year:

(1) A number of case studies, some of advertising successes and some of advertising failures, giving the detailed marketing problems involved—methods of solution and the deductions to be drawn therefrom.

(2) The quantitative analysis of business papers already outlined.

(3) The parallel qualitative analysis, which will seek to give more nearly exact values to the intangible factors of publication standing such as editorial prestige, etc.

(4) Co-operation with the Department of Commerce as urged by Mr. Rastall.

(5) Keeping all members informed of the work going on and progress being made through the opening of a headquarters office for the association, which will also act as a clearing-house for committee work.

Besides Mr. Greensfelder, the new officers include George H. Corey of the Cleveland Twist Drill Company as first vice-president; Allan Brown of the Bakelite Corporation as second vice-president; H. von P. Thomas of the Bussman Manufacturing Company as third vice-president; and B. H. Miller of the Permutit Company as secretary and treasurer. It is considered as practically certain that next year's meeting will be in Cincinnati.

Besides those already mentioned, some of the formal addresses included in the convention program were:

"How a Basic Industry Is Co-operating in Marketing Its Product," by Sherman Perry, American Rolling Mills Company; "When the Bunk Was De-Bunked," by Arthur E. Little, formerly advertising manager, Thew Shovel Company; "Standardization and Simplification in the Rubber Industry," by O. B. Roberts, manager mechanical sales division, Western district, The Diamond Rubber Company; "How the International Is Handling Its Problems of Research and Education," by Nathaniel W. Barnes, director, Bureau of Research and Education, International Advertising Association; "The Importance of Industry in Industrial Advertising," by A. T. Hugg, advertising manager, Detroit Steel Products Company; "The Use of the Airplane for Industrial Advertising and Selling," by Russell L. Putman, vice-president, The A. W. Shaw Company.

PRIZE WINNERS

A number of prizes were awarded to various exhibitors, among them being:

Best exhibit of industrial advertising, without restriction: Frederick B. Heitkamp, Cincinnati Milling Machine Company. Best exhibit of industrial advertising campaign in publications: Allan Brown, The Bakelite Corporation.

Best exhibit of industrial direct-mail advertising: E. L. Johnson, S. D. Warren Company. Best exhibit of institutional advertising: W. W. French, Dodge Manufacturing Corporation.

Best series of not less than twelve industrial advertisements featuring news: J. R. Hopkins, Chicago Belting Company. Best series of not less than twelve industrial advertisements featuring performance: Vacuum Oil Company.

PHOENIX, Ariz., June 21, 1928. The Central Arizona Light and Power Company will spend more than $1,000,000 for expansion during the next 12 months, E. H. Coe, general manager of the company announced today. A copper loop will be constructed almost completely around the city to insure continuous electric service at at all times, and to keep voltage at a standard ratio both day and night. The company records show a total of 25,000 gas and electric meters in service January 1, 1928, an increase of more than 4,000 over the previous year.

Sensationalism and Fraud Are Taboo in the Arizona Republican



To make a hero of a murderer, to unduly excite the baser passions, to overplay fiendish criminality, or to appeal to the gullibility of a portion of the public may be successful circulation developers for newspapers of uncertain calibre.

But the Arizona public evidently prefers a live, clean newspaper, for the Arizona Republican has twice the circulation of the next largest newspaper in the state. Hewing to the line of decency, in news and in advertising, affords the newspaper the opportunity to say to the advertiser "your advertising goes to readers who have great confidence in the publication, and will pay you well."

Little Potatoes Pare Small

LIGHT STEERS run heaviest to hide, hair and bone.

Scrawny beef doesn't yield the cost of *selling* and *transportation*. Neither do shipments to *Yonderville*.

Little potatoes (and pee-wee towns) *pare small*.

Jerk-water and cross-roads orders are filled with *overhead* aches.

Long jumps *mean* short profits. *Nibbler* business is a *waste of bait*.

American Weekly circulation is absorbed by *fifteen* pivotal territories—but these areas consume as *much* as *all the rest of the country*.

Its distribution is confined to *less* than a *thousand* points—yet *half* of the Citizens of the United States—*more* than half the wealth of the nation, and *over* two-thirds of the department, drug and important chain-stores are *concentrated* there.

The American Weekly is *least* known on ranches, plantations, R. F. D. routes and frontier fringes.

It *isn't* read in the greatest number of *places*, but by the greatest number of *people*—by folk with the most *money*, the most *needs* and the most facilities to *satisfy* 'em.

Its *direct* metropolitan distribution *alone* exceeds the number of families in *all* the 10,000 population towns of the United States.

Not forgetting that it *dominates* and *saturates* these *very* towns *besides*.

The worth of real estate (and circulation as well), lies in *location*, not *area*. City *corners* are often more valuable than rural *counties*. Density of population and traffic—not mere *expanse*—determine the rental and purchase rate of land.

Location and density of readers *similarly* intensify American Weekly selling power.

Its circulation is located where *crowds* pass *oftenest*, where *cash* passes *fastest* and where timid, half-measure campaigns soonest *pass from the picture*.

It reaches practically every name in the *red* telephone book, which lists retailers whose purchasing capacity is of greater interest to manufacturers, than

the *social* celebrities in the Blue Books.

American Weekly circulation means metropolitan coverage—by *block, street, avenue*—coverage representing the highest paid, steadiest employed folk of the continent—the maximum wage and income earners of America—its self-indulgers, its primpers—constant users of a great *diversity* and a choicer *grade* of products than any comparable group on earth.

The *net* of a circulation is secondary to what a circulation *nets.*

The final cost of advertising must be judged by its *productivity*—the volume of business it creates and the expense *per dealer* of *landing* the sale.

There are *more* dealers with *more* customers, and more dollars in American Weeklydom than *anywhere* else.

Its markets are the nearest, therefore they can be covered cheapest and can be supplied promptest.

They absorb goods in carload and trainload lots, take their discounts, display their stocks, and are *too busy* to waste energy pushing *substitutes.*

They're in "Uncle Sam's Ready-cash Belt," where shoppers *demand* what they *ask* for or go *next* door and *get it.*

They follow ads and they follow their *inclinations.* They hold the success of any metropolitan campaign in their *pockets.*

Every retailer knows *that* the twenty-five million reader strength behind an American Weekly campaign must *compel* him to support it.

Sixteen thousand dollars per page.

And recent issues warn laggard appropriations to contract for space before the limited color capacity of the magazine cries "too late."

THE AMERICAN WEEKLY

Greatest Circulation in the World

Read by 5,500,000 families every week

Main Office: 9 East 40th Street, New York City

Branch Offices:

Wrigley Bldg. Chicago — 5 Winthrop Square Boston — 753 Bonnie Brae Los Angeles — 222 Monadnock Bldg. San Francisco

11-250 General Motors Bldg. Detroit — 1138 Hanna Bldg. Cleveland — 101 Marietta St. Atlanta

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A. J. Kobler, *Pres.*

circulation C.O.D.

TO SERVE its readers, Grit employs a sales-force of more than sixteen thousand boy salesmen. This army of boys delivers Grit each week, direct to the homes of ninety per cent of Grit's 354,000 families.

The Grit boy-salesmen conduct a cash business. They collect five cents per copy from the reader upon delivery. Retaining two cents per copy as commission, the balance is returned to Grit with their "draw" order for the next issue.

The boys must pay for every copy of Grit received; hence there is no waste circulation and no arrearages.

Grit's boy-salesmen system was originated by Grit over forty years ago. Advertisers find it interesting because it proves that Grit readers buy Grit because they *want* it. No premiums — no obligations — when the reader has lost his interest in Grit, our boy-salesman has lost a customer.

Grit's circulation increases every year.

GRIT

WILLIAMSPORT, PA.

Advertising Representatives—THE JOHN BUDD COMPANY

When the Salesman Asks: "Why Don't We Advertise in the *News*?"

How Much Should Salesmen Be Told about the Company's Advertising Policy?

By A. H. Deute

"I'D like to bet you that not 10 per cent of your salesmen are in accord with your advertising policy! I'd win that bet. And then I'd like to leave it to your sales force whether or not you should supply it with aprons for retail butchers and their clerks to wear. Then I'll bet you again that your own men who have to get your orders for you will tell you to divert the money from other forms of advertising and buy these aprons. They'll tell you to do that because they know it will prove good advertising."

The advertising manager and the sales manager who listened to this offer looked polite and then the advertising manager replied:

"That sort of bet would be foolish. Of course you'd win it. Not one salesman out of ten knows anything about advertising anyway. The general run of salesmen will assure you solemnly and sincerely that a reasonable quantity of good cigars with our name on the bands will be even a better form of advertising than your aprons."

This conversation was repeated by the advertising manager to his advertising agent and the latter became thoughtful.

"Do you really believe what you told that apron salesman?" he asked.

"Certainly. Why, our own sales manager spills over every so often. Only last week he came to me with a similar proposition. His plan was to go at a certain big Western jobber and offer to give each of the jobber's men who sold fifty of our new deals a neat traveling toilet kit. The kit would cost us $10. He expected to give away about fifty of those kits to that one group of salesmen.

"His suggestion was that the advertising department buy them and charge the transaction to advertising. I had a hard time trying to convince him that what he had in mind wasn't advertising at all—just a method of compensating salesmen—that if he wanted to do it, that was his business as sales manager, but no advertising department could absorb that sort of charge and give the advertising appropriation a fair deal. A few weeks ago he had another plan. A chain-store buyer offered to buy ten cases of one of our items for each of his stores, provided we would give one case free for each store. Our sales manager had it

> It is only natural, and quite understandable, that most salesmen should believe that they could tell the advertising department a thing or two about how the company's advertising appropriation should be spent.
>
> Usually, however, this belief that the company's advertising isn't being handled as well as it might be, is nursed in silence. But every so often some salesman will write to his sales or advertising manager and suggest a change in mediums or copy appeal in his territory.
>
> Advertising managers should welcome such letters for they provide a real opportunity to explain the whys and wherefores of the company's advertising policies. Too often, salesmen do not fully understand why a certain amount of money is being spent in their territories in certain mediums. It should be up to the advertising manager to see to it that they do understand.

figured out that this could be charged to advertising.

"'Why to advertising?' I asked him. 'It's really a trade discount. It's money you are spending in order to make the sale.'

"'Not at all,' he replied. 'That money is being spent to create good-will. Advertising appropriations are designed to create general good-will. And you can't always tell whether the money is really doing any good. But in this case you can. We'll have each one of those stores actively pushing our product. We'll be spending a few hundred dollars, not in trying to create good-will, but in actually doing it. Don't you shoot several thousands of dollars into magazine space just in the hope that it will develop good-will and business? Then isn't it much sounder to put the money on a sure thing than to let it fly on a gamble? That's why this ought to be charged to advertising.'

"It was hard to talk him out of it. Now, if your own sales manager can see things that way, how can you blame the salesmen for having similar ideas? You must remember that the salesmen are hired to sell goods. Anything that helps them get an order appeals to them. The advertising manager's job consists in good part of keeping the money moving in the best channels and not letting it be diverted into a substitute for sales effort."

"That's true enough," the agent agreed. "But if your own sales force is not sold 100 per cent on the firm's advertising, then the sales force is not correctly interpreting your advertising policy to your trade. And you're not getting the most out of it. In short, your men don't know enough about the policy of your advertising to use it to best advantage. For that reason, we're all losers."

One of the most common problems which confront the advertising manager who believes in "selling" his advertising to the sales force has to do with the selection of newspapers in the various markets.

On a recent trip across the country, an advertising manager told me of his problem with salesmen in various cities. That particular firm uses newspapers quite widely. In most cities, it is limited to the use of but a single paper at a time. It is only natural that the resident salesmen in the various cities should find themselves besieged by the representatives of the papers not getting the advertising at that particular moment. It is obvious, too, that such representatives can and do make very good cases for their papers. Often they promise many things which would really be helpful to the salesman.

One such salesman wrote to his house and said:

> Until we add the *News* to the other paper in this town, we'll never get this particular chain. The main owner and the principal buyer are both for the *News*. The buyer's brother is with the *News*. Every time I get that buyer into a corner, he tells me that if we used the right paper we'd probably create consumer demand.

Then there was the letter from a salesman who wrote from a Southern city:

> The paper we are in is no doubt a good paper. I know it has the largest circulation. But the other paper has almost as many readers. The paper we are in is snooty. It knows it gets the business on account of its size. So it won't co-operate with us in any way. But the *Leader* is coming fast. And it will work with us. Its man tells me if you will put his paper on the list, he will have his men call on everybody I can't sell and get them lined up. Also, he will give us a lot of good readers on the woman's page. I know I can increase business here if you will do this for me.

These are only two samples of letters which stream in regularly to all advertising managers from their men in the field. This particular advertising manager welcomes these letters because he knows the men are getting things off their minds when they write to him. It gives him an opportunity to give them the firm's position. Here is a sample letter:

> I agree with you that it would be a good thing if we could add the *Leader*. I hope it won't be long until we can do so. But it depends quite a bit on you.
>
> Here are a few points you must consider: You know advertising appropriations are based on business done. We get ours each fall for the coming year. Then we break the total appropriation



But *you* can get in!

Advertising rates upon request.

THE OUTLOOK

120 East 16th Street, New York

Francis Rufus Bellamy, *Publisher-Editor*
Wm. L. Ettinger, Jr., *Advertising Manager*

down into sections. Your section is entitled to $2,000 for this year.

That has to cover the newspaper advertising. It has to take care of the cuts and mats and that sort of thing. It has to take care of your dealer helps. Now, we are giving you a 10,000 line campaign at 15 cents a line. That uses up $1,500 without cuts or plates. And the balance does no more than cover your dealer helps.

We are giving you the largest circulation possible to get with one paper. Impartial studies of the various papers, made by our advertising agency, tell us it is the best buy for the money. Undoubtedly, if you had time to make a personal study and consider the claims of all the publishers, you would choose the same paper.

But here is what you are up against—and really it is unfair to you. Naturally the man on the outside looking in is inclined to make you a lot of promises. Just hearing his side of the matter gives you only half the picture.

So I am going to write to the advertising manager of the *Times* and have him look you up. Put the matter up to him. Get the talking points of his proposition. I am sure that when you see it from all sides, you'll be strong for our present selection.

Then there is another thing you ought to do. Explain to the advertising man from the *Leader* that we can advertise in proportion to the growth of the business—that we can't be in all the papers—that right now we are set—that the thing for him to do is boost our line all he can and help it to grow.

Now, in all good nature, keep in mind that the man from the *Leader* is a salesman—the same as you are—we don't blame him for trying to sell us something. But you'll save yourself a lot of time and worry by pointing out to him that you aren't doing the space buying.

Another phase of advertising of which few salesmen have enough knowledge is that of dealer helps and their cost. An interesting illustration is that of the manager of a factory branch office in San Francisco. He showed me his nicely and neatly arranged "advertising room." There was enough stock of dealer helps there to more than supply him and his force for several years.

"How come you're carrying such a stock of dealer helps?" I asked him.

"I've got to keep everybody in the home office strong for me," he replied, "I don't get in very often. The way to keep the advertising manager friendly is to boost all his dealer helps. Whenever he sends me a sample of a new one, I write him what a fine thing it is. Then I ask him to send me a big shipment. I use as many as I can, of course, but the rest I've got to store away. Some day I may find some use for them."

He did not have any real conception of what these cost. Of course they cost something, but it was an indefinite, rather abstract figure. He was astonished to find that on a rough estimate he had between $4,000 and $5,000 worth of miscellaneous advertising matter stored away.

A New York advertising manager working with a sales force of several hundred men tells me that he does everything he can to encourage the men to write him letters telling how they would do the firm's advertising. He points out two major reasons for this:

"The more a salesman writes to me about our advertising, the more of a student of advertising he becomes and the more use he is able to make of what we are doing. Any salesman who can write me a sound, logical letter with reference to our advertising gets a detailed reply from me, because in that way he develops not only a better knowledge of the subject but a real regard for it. He becomes able to talk up to the buyer as readily as he can talk up to me. Furthermore, it is only through this sort of correspondence with me that I am able to put him in tune with our policies. And I don't mind saying that often real good ideas come from the men. Just get a salesman to thinking about the firm's advertising and developing some ideas of his own and he is soon in position to make much use of what we are doing."

"Did you ever put a group of salesmen to work writing copy?" an advertising manager asked me one day. "Try it some time. You know that nine salesmen out of ten will infer that if they had the chance they could show the house something in the way of good advertising. That's quite a common remark on the part of salesmen. It's something worth encouraging.

"I tried it a few months ago and got some fine returns. I found out we had one copy writer in the group—one man who really could



THE STAR exercises the same strict censorship over its advertising columns as it does over its news columns—thus giving added value to the merchants' announcements.

ADVERTISING in The Star is read with an interest inspired by confidence and acted upon with faith born of unvarying experience.

In The Star truthful advertising is the rule without exception

The Evening Star.

With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Tower Building

WHY DON'T OTHER
TYPOGRAPHERS JOIN THE

Advertising Typographers of America

Because we set up a standard of skill, and a criterion of character, and a measure of equipment that some typographers will not meet.

Because we investigate the record of every applicant for membership, a test which separates true-blue from yellow.

Because we do not permit concessions to be offered to influence orders, thereby crushing a practice that debases both giver and taker.

Because we believe in daylight shops and daylight principles—
AND SOME PEOPLE DON'T

TYPOGRAPHY THAT SETS UP AN IDEAL

MEMBERS OF

Advertising Typographers of America

National Headquarters

461 EIGHTH AVENUE *(Printing Crafts Bldg.)* NEW YORK

DAVID GILDEA & CO., INC. . . . . 22 Thames Street, New York
HAYES-LOCHNER . . . . . 106 East Austin Avenue, Chicago
HAROLD A. HOLMES, INC. 215 North Michigan Avenue, Chicago
HELLER-EDWARDS TYPOGRAPHY, INC. 250 West 40th St., New York
(Formerly Standard Ad Service)
MONTAGUE LEE CO., INC. . . . 216 East 45th Street, New York
FREDERIC NELSON PHILLIPS, INC. . 314 East 23rd Street, New York
PROGRESSIVE COMPOSITION CO. Ninth at Sansom Street, Philadelphia
EDWIN H. STUART, INC. . . . . 422 First Avenue, Pittsburgh
SUPREME AD SERVICE . . . . . 229 West 28th Street, New York
TRI-ARTS PRINTING CORP. . . . . 27 East 31st Street, New York
TYPOGRAPHIC SERVICE CO. OF N.Y., INC. 216 East 45th St., New York
THE TYPOGRAPHIC SERVICE CO. 75 No. New Jersey St., Indianapolis
TYPOGRAPHIC SERVICE CO. . . . 417 East Pico Street, Los Angeles
KURT H. VOLK, INC. . . . . 215 East 37th Street, New York
WARWICK TYPOGRAPHERS, INC. . 617 North 8th Street, St. Louis
GEORGE WILLENS & CO. . . . . 457 West Fort Street, Detroit
S. WILLENS & CO. . . . . 21 South 11th Street, Philadelphia
THE WOOD CLARKE PRESS . . . . . 75 Broad Street, Boston
WOODROW PRESS, INC. . . . . 351 West 52nd Street, New York
AD SERVICE CO. . . . . 313 West 37th Street, New York
ADVERTISING AGENCIES SERVICE CO. 216 East 45th Street, New York
ADVERTISING TYPOGRAPHERS, INC. 231 West 29th Street, New York
THE ADVERTYPE CO., INC. . . . 345 West 39th Street, New York
ARKIN ADVERTISERS SERVICE . . 422 S. Wabash Avenue, Chicago
ASSOCIATED TYPOGRAPHERS, INC. 460 West 34th Street, New York
THE BERKELEY PRESS . . . . . 72 Lincoln Street, Boston
BERTSCH & COOPER . . . . . .154 East Erie Street, Chicago
J. M. BUNDSCHO, INC. . . 65 East South Water Street, Chicago
E. M. DIAMANT TYPOGRAPHIC SERVICE . 195 Lexington Ave., New York
WENDELL W. FISH . . . 919 Union League Building, Los Angeles
FROST BROTHERS . . . . . 207 West 25th Street, New York

produce good advertising. One of these days I hope to bring him into the home office. The rest of the men probably learned more than they were able to show us. But that was equally advantageous. They found out that it is one thing to criticize and find fault with advertising in general and quite another matter to get something down on paper. In several cases, including the most frequent faultfinder, we got back the reply, 'I've been thinking it over and it seems to me we're probably getting as good advertising as it is possible to get.' In short, give a salesman active part in the job and he soon brings his viewpoint into accord with the house. Then he can do more with the advertising as it appears."

Many advertising managers find that it pays them to take trips among the salesmen and make them as frequently as possible. There is very little reason why the present-day advertising manager should feel diffident in the presence of groups of men in the field. His broader experience should enable him to get out in front and hold his place. If more advertising men would do this, more salesmen would have greater respect for advertising managers. And it would be good for the salesmen and for the advertising and the advertising manager.

On such visits to salesmen in the field, there is always much time to go into one of the greatest mysteries so far as salesmen are concerned. And that is the advertising appropriation — where it comes from, how it is made and why.

Most salesmen have not merely a vague, but actually a weird, idea as to the appropriation and its source. To the mass of salesmen, the appropriation is one of those things present and available.

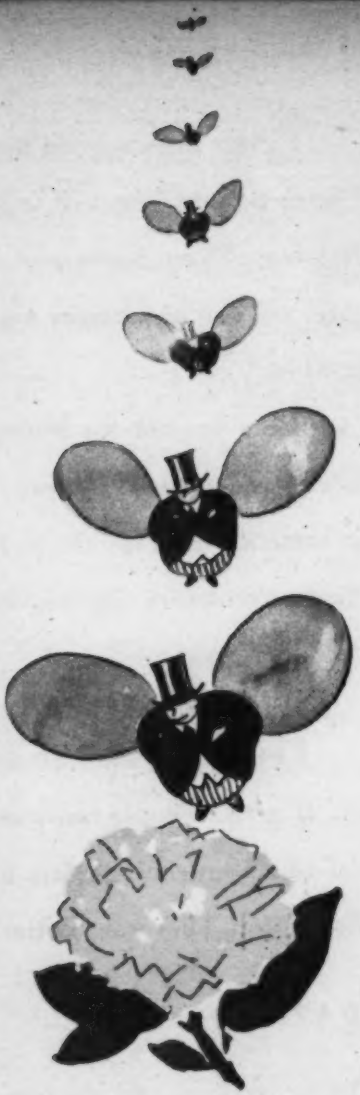
A salesman covering an Eastern city had back of him three good-sized newspaper campaigns a year. His firm also did some advertising in a group of women's magazines. He had the regulation dealer helps. All in all, though, it did not look very large in his eyes. Business seemed hard to get. He was casting about for help. He asked for some price concessions which were not forthcoming. Then he hit upon advertising. He began to demand more advertising. This not being available, there were signs of a good salesman going to seed, becoming disgruntled and putting himself into position to be discharged.

The sales manager and the advertising manager got their heads together and decided to bring him to the home office. They put facts and figures before him. The salesman was plainly astonished. He had failed to realize how much the house was investing in him. When the advertising expense was added to his own selling and traveling expenses, the sum bulked very large. Over against it, his sales in dollars seems very small indeed.

"Gentlemen," he said, "I had no idea that this is the way things look. Many territories like mine and we'd all be out of jobs. Just let me get back there and go after the trade. I'll tell them a thing or two."

It was simply a case of a salesman finding himself because the house had placed confidence in him and taken him behind the scenes. That man went back to his territory with a new viewpoint. He had a new vision when he tackled the trade the following morning. He had become a part of his house—a partner in its policies. He sold because he had developed faith in those policies and an anxiety to make good in the eyes of the men who had confidence in him.

Salesmen are usually a long ways off from the main office. This does not apply merely to physical distance, but also to mental distance. All too often, their viewpoints and interpretations of the house and its policies are the outcome of talks with other salesmen, possibly with men from other houses and with buyers whose interests are the interests of other houses. Yet the salesmen must represent the houses which employ them. All the more reason why they should know the whys and wherefores of their firms' advertising policies.



Bee lines to Bigger Business

EVEN the youngest bee knows his stuff. "Some flowers," he will tell you in his bumbling way, "have honey and a whole lot of brighter colored and bigger ones are as dry as a dust-bin."

We wish the bee-test for honey might be applied to circulation. In these days of forced-draft methods used for the purpose of building huge circulation figures, editorial interest has been forgotten.

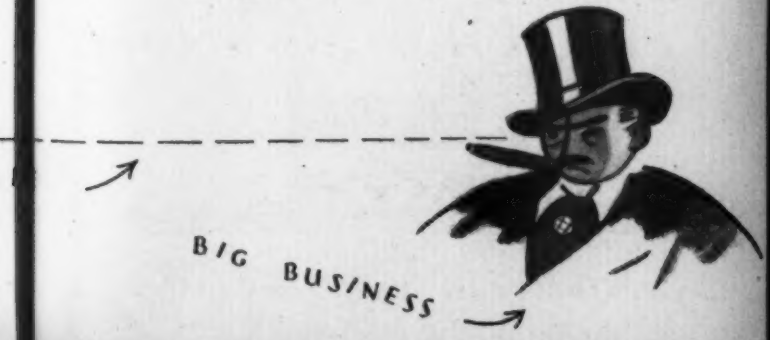
BETTER HOMES AND GARDENS wasn't built. It grew. People today are right in the midst of a vogue of garden building and home decoration. They want Better Homes



and Gardens. They buy it to read its helpful, informative articles on garden-making, home decoration, home management, cooking. No fiction—no stimulant save reasonable subscription price and real editorial interest.

TODAY Better Homes and Gardens is reaching a million homes a month. Ninety-two per cent are homes owned by those who live in them. Can you ask better buying power than ownership of the home? Is there better buying incentive than the owners' natural desire to make that home more and more beautiful inside and outside?

The garden is a vogue—today's biggest



and newest vogue. Always in advertising history it has been the publication shrewd enough to sense and promote a vogue which has led in returns from advertising. This was true of the fashion magazine when it made its appearance, of the business efficiency publications, of the news reviews. It is true today of Better Homes and Gardens.

TRY this new, vitally alive circulation. Add its youthful vigor, the keenness of editorial interest to the older, more staid circulations you are already using. We will give you additional specific evidence of results at your request.

A MILLION CIRCULATION A MONTH



WEALTHY FOLKS LIVE HERE



How Carter's Underwear Tested Its Export Market

The Early Phases of This Company's Export Development

By Arthur Lee

Export Manager, The William Carter Co.

BEFORE Carter's underwear started to export any of its products a careful survey of export possibilities was made by a member of the Carter organization.

This survey included studies in Boston, New York and Washington. In Boston visits were made to the Bureau of Foreign and Domestic Commerce, the foreign departments of Boston banks, the Associated Industries of Massachusetts and various export managers in the city. In New York, the Bureau of Foreign and Domestic Commerce was visited and also various export commission houses, combination export managers, forwarders and underwriters.

In Washington the heads of various departments in the Bureau of Foreign and Domestic Commerce were visited; such as the Textile Department, Trade-Mark Bureau, Legal Department, World Trade Reports, etc. Arrangements were also made in Washington for specific reports on the more promising export markets for the Carter product as well as for the collection of certain samples from these markets.

The results of this survey were embodied in a report to the Carter underwear management. This report indicated the probability that Carter's underwear would sell in some foreign markets, but that the only way to settle the matter definitely was to present the goods in the foreign fields and see if orders could be taken. The report pointed out that there was no need for any of the officers or directors of the company to make journeys abroad in order to settle this question. Arrangements could easily be made with two other non-competitive manufacturers to have a traveling salesman carry our lines into the Latin-American markets. One-third of the salesman's time would be devoted to the interests of each manufacturer and the expense for each would not be over $200 to $300 per month.

It was pointed out in the report that the company should not embark on export business unless it was ready to commit itself on a long-term basis provided the initial venture was successful. It was to be expected that the export department would not pay its own way for the first few years, but that the company should look forward to its needs twenty or thirty years from now. The export markets should not be regarded as dumping places for surplus products or merely as an outlet for slack seasons in this country. The foreign customers should be accorded the same service and protection that the domestic customers enjoy.

The eventual profit in the export business seemed very difficult to forecast; but even though the company only broke even for many years the foreign business secured would help to lower unit cost in production, it would be of some advantage in times of business depression in this country and would keep the organization in touch with underwear developments throughout the whole world.

It was felt also that a reasonable amount of export business would serve as a sort of insurance against changes in industrial and economic conditions that may conceivably take place in this country in the next twenty-five years. It seemed even then that the increasing productive capacity of American industry would sooner or later require new outlets and that for-

An abstract from an address at the sixth annual New England Foreign Trade Conference, June 6, 1928, at Boston.

eign selling might open a market of considerable value. The report closed with the recommendation that if foreign selling were embarked upon, the export business should be carried on as nearly as possible in the same manner as the domestic trade. This meant that business would not be done through export commission houses or foreign importers and that no consignments of goods should be shipped to foreign merchants for sale for the company's account.

In this country, Carter's underwear sells directly to about 12,000 retail stores and the report recommended that sales be made in foreign markets directly to the retail trade so that the company would have direct contact with its foreign customers just as it has with its domestic trade. It was pointed out in the report that the credit department, billing department, customers' ledger department, commission department, stenographic department, etc., could be made to serve the foreign trade just as it does the domestic trade. The principal difference between the foreign and domestic work would be in the specialized packing and shipping for various markets and the translation work involved.

As a result of the report, the management decided to adopt the plan proposed for a period of six months or one year, according to the results secured. So the foreign traveling salesman was selected, given some careful training in the mills, offices and salesrooms of the company and started on a journey with a carefully selected line of samples. The foreign salesman was instructed to take orders as far as possible only for the regular stock items of the company although minor variations in style would be considered. He was instructed to send home from foreign markets any samples he might find which would be helpful to the home organization. Very careful attention was to be given to the investigation of the credit standing of prospective customers and he was also cautioned to send very explicit directions concerning the packing, shipping, consular requirements and customs declarations for each order.

Most important of all he was asked to appoint manufacturers' agents in each market in which he found Carter's underwear salable. The appointment of these manufacturers' agents as representatives of the company was to be approved later, of course, in writing by the home office. Samples were to be sent to such representatives soon after their appointment and they were to carry on the work started by the traveling representative.

It was realized very early by the management of the company that the ultimate success or failure in the foreign field would depend largely upon the character and ability of these foreign representatives appointed by the traveling salesman. There has been a considerable mortality among these appointments of foreign representatives but some of the earliest agents appointed are still serving the company very effectively. Too much stress cannot be laid upon the care that should be exercised in the selection of the foreign representatives. Looking back now over its early experiences the management feels that in all probability a better selection of foreign representatives could have been made if more help had been asked of the Commercial Attachés of the Department of Commerce in the various foreign fields visited by the traveling salesman.

It was fortunate that the traveling salesman made his first stop in an English speaking territory; this happened to be Trinidad. This market uses the same language and weights as the United States and their standard of commercial morality is on much the same plane. Invoices and letters could all be sent in English and the packing and shipping requirements for such a market are very simple. Starting in such a market as this enabled the export department to gather the necessary experience for handling foreign trade under much easier circumstances than would have been the case had the early shipments been made to Colombia or Venezuela where



TAKEN ON THE FLY

Evening—and the placid surface of the little Canadian lake reflects the inverted image of wooded shores and rolling blue hills. A canoe puts into camp. The successful angler returns with three small-mouth fighting bass, all taken on the fly.

Fly casting for black bass is, without a doubt, one of the most alluring and fascinating of all forms of angling. And because FOREST AND STREAM contains much of interest to both the salt- and fresh-water angler, one hundred thousand outdoorsmen read every issue.

FOREST AND STREAM

80 LAFAYETTE ST. NEW YORK CITY

Wm. Clayton

Publisher

W. J. DELANEY, *Advertising Director*

In the West: F. E. M. Cole, Inc., 25 N. Dearborn St., Chicago
On the Coast: Hallett Cole, 2320 Mar Vista, Pasadena

there is not only a foreign language but also the metric system and rather troublesome packing, shipping and customs requirements.

Orders were taken in Trinidad, a local representative was appointed and in the course of time, repeat orders began coming in with fair regularity. The traveling salesman continued his journey through Venezuela, Curacao, Colombia, Panama, Peru and the remaining countries of Latin America, appointing in nearly every large commercial center a local representative to carry on after he had left.

The export business, of course, began in a small way and the export department gathered valuable experience just rapidly enough to avoid blunders on any large scale. It would be rather unfortunate in many ways to have an export business develop so rapidly that the various departments concerned with the work were unable to learn the rules of the game before costly errors had been made and the good-will of valuable customers alienated. There are problems of packing methods, packing materials and shipping routine; problems of invoicing, customs declarations and consular invoices; translation work to be provided for; samples to be sent, records to be kept and the disposition of obsolete samples to be provided for; there are methods of handling foreign commission accounts, the requisite export forms and the training of office personnel to be considered. All of these difficulties are smoothed out very easily if they can be taken singly.

Information concerning the packing of foreign shipments can, perhaps, best be secured by conference with export managers shipping related lines to the same territories. The forwarding companies are also in a position to render valuable assistance in this field.

The building of export shipments is something that varies greatly according to the product shipped and can, perhaps, best be worked out in the organization itself. The manufacturer's own insurance broker will give all necessary information regarding insurance for parcel post and freight shipments while the manufacturer's own bank is in a position to render valuable service and advice on questions of foreign drafts and collections.

The foreign salesman's journey extended eventually to a period of eighteen months when he returned to the head office for consultation and further plans. He was shortly sent out on his second trip, the object of which was to consolidate the markets opened up on his first journey and develop new territory as well.

OTHER MARKETS OPENED

Parallel with the development of trade in Latin America through the traveling salesman, the company opened up many other foreign markets through the assistance of the Bureau of Foreign and Domestic Commerce so that representatives are now located in Europe, Asia and Africa as well as most parts of Latin America.

Too much praise cannot be given to the very effective work of the Bureau of Foreign and Domestic Commerce in the development of foreign trade for American manufacturers. Carter's underwear has made considerable use of the facilities offered by this department of the Government and has always received the most careful and businesslike attention to its numerous requests for information and advice. As the company looks back over its early export experience it seems now quite possible that it could have dispensed very largely with the traveling representative during the early stages of development and relied entirely on the Bureau of Foreign and Domestic Commerce and its capable representatives in the foreign fields. There are, however, many advantages arising from the sending of one's own representative into foreign markets and the traveling salesman of the Carter company, who was first appointed on a combination basis with two other manufacturers, is now giving his whole attention to Carter's underwear.



Joseph
Francis
Sartori
of
Los Angeles
California

President, Security Trust & Savings Bank, Los Angeles,
President . . . . . Security Company, Los Angeles
President . . . . Security State Bank of Alhambra, Cal.
President, Los Angeles Clearing House Association
Director, Los Angeles Branch Federal Reserve Bank of San Francisco.
Director . . . Automobile Club of Southern California

editorial influence with men of influence

AMERICAN BANKERS Association JOURNAL

110 East 42d Street New York City

CHICAGO LOS ANGELES

25,499 net paid A. B. C. reaching 9/10 of the Banking Capital of America

We Have Done This at the Farmer's Request

BEGINNING with the October issue, The Farm Journal will be printed on high grade English-finish book paper, bright blue-white in color. (Incidentally, it involves an additional cost of more than $100,000 yearly).

The Farm Journal is taking this course because the farmer has—silently—urged it on us.

We interpret the farmer's insistence upon the possession of an automobile, a radio, a finer home and finer equipment for it, upon higher living standards of every kind, to impose upon us the farmer's wish for the same high standard of presentation in his magazine that he places today upon every aspect of living.

The Farm Journal is not *anticipating* the desire of the farmer for a finer dress on this magazine. It is meeting *a demand that exists*—and none the less surely exists because it is unvoiced.

The response of the readers of The Farm Journal to each of the improvements made in it in the past year encourages us to go still further. The Farm Journal's new distinction in typography and illustration, the pacing up of the editorial contents, the widening of its scope to appeal more vigorously to every member of the farmer's household,—all meeting the interests of the new farmer,—all have led us to believe that it only remains to take this final step, to conform to the highest standards of magazine presentation.

We know that farmers are no longer "plain people"; that they are ready to yield to the same impulses and desires for finer things that characterize all America today.

Opening a new era in the quality standard of the great national general farm magazines.



This increased expenditure of $100,000 yearly—on the *presentation* of our product alone—is more than all but a few advertisers expend on *their entire campaigns* in the farm market.

The new Farm Journal constitutes testimony of our faith that there exists, waiting for advertisers today, an opportunity in the farm market which spells a widening of marketing opportunity in America.

1,400,000 Responsive Circulation

The Farm Journal

PHILADELPHIA NEW YORK CHICAGO ATLANTA SEATTLE SAN FRANCISCO LOS ANGELES

Advertising a Brand New Idea to Farmers

Although Unable to Produce Enough Gator-Hide Mulch Paper This Year to Fill the Demand, the International Paper Company Launched an Extensive Farm-Paper Campaign

By Charles G. Muller

THE farm magazine campaign on Gator-Hide Mulch Paper which opened toward the end of April is of unusual interest to advertisers for two reasons. First, because this advertising—considered to be one of the largest releases ever made in the farm field—was published in less than three weeks from the time the International Paper company secured the license to manufacture the product. And second, because it shows how this company is going about to introduce to the farm field a radically new product with limited present production and which will not be under full production for another year.

According to the sales promotion division of the International Paper Company, conditions leading up to this campaign were as follows. About fourteen years ago Charles F. Eckart, in an effort to stifle the weeds on a Hawaiian sugar plantation, put paper down between his rows of cane instead of the usual crop refuse which was used as mulch—that is, as a blanket to prevent weed growth and to retard moisture evaporation from the ground. This paper not only stifled the weeds and helped retain necessary moisture, but it also gave the plantation increased yield.

Further experimentation on other Hawaiian crops brought out the fact that paper used as mulch was a decided help to farming. In a single year the pineapple crop of Hawaii was so improved that today about 90 per cent of all pineapples grown on the Islands are grown under paper mulch at a cost of $500,000 for the paper and at a gain of 30 per cent in increased yield—in addition to a large saving of labor.



INTERNATIONAL PAPER COMPANY

ONE OF THE LARGEST FARM-PAPER CAMPAIGNS EVER CONDUCTED IS CARRYING THE STORY OF GATOR-HIDE TO FARMERS

Added experiments by the originator of the idea and by the United States Department of Agriculture brought out three benefits to be found in farming with paper mulch: First, weed control; second, earlier crop maturity; third, increased yield from each crop. These findings formed the basis for the present advertising campaign to farmers.

At present, four manufacturers have been granted licenses to produce under the Eckart patents, two west of the Rocky Moun-

tains and two east of the Divide. The International Paper Company, licensed to produce all but one grade of this mulch from the Atlantic Seaboard to the Rockies, acquired its license on April 6 of this year.

The problem immediately faced, the company states, was one of production of mulch paper, which is asphalt-saturated kraft paper. The company's normal production of kraft for paper bags, wrapping paper, corrugated boxes and similar heavy duty, was about 400 tons a day. But the company was not equipped to saturate it with asphalt.

This at once affected the problem of distribution. Would it be better to wait a year and build up production before putting the product on the market, or would it be wiser immediately to introduce the company's Gator-Hide Mulch Paper and get distribution started at once? It was decided to take the second course.

Several reasons brought this decision, two of which stand out. First was that mulch paper production could be rushed to about eight tons a day, which would provide enough mulch paper to distribute widely though thinly in time to catch the current year's planting and to introduce the product. This introduction then would pave the way for next year's distribution. The second factor in the decision was the suggestion of the Department of Agriculture at Washington that, inasmuch as experience was necessary to lay mulch paper properly, consumers should not put too much money into the product on the first trial but should limit their purchases and learn slowly how best to handle it under their own local conditions. These two limitations on distribution worked favorably on each other, and the company came to the conclusion that, by allowing a maximum of four rolls to a customer, present production would be great enough to introduce the product widely on the limited basis suggested by the Department of Agriculture.

On April 11, the advertising problem was first discussed. At this time it was decided to take advantage of an editorial article on the use of mulch paper which had appeared some time previously in a national magazine and which had brought some 5,000 inquiries to the Department of Agriculture from prospective consumers who wanted to know where they could obtain such paper mulch. These inquiries had come not only from farmers but from householders interested in small flower as well as vegetable gardens, so the decision was reached to advertise Gator-Hide Mulch Paper to farmers and small gardeners alike. Three days later, on April 14, proofs were in the mails, and the advertisements themselves began to appear April 26, 27 and 28 in weekly periodicals and shortly after in June issues of monthly publications.

The first release, a full-page advertisement, was to some forty farm magazines and publications going to farmers and to consumers interested in home gardening. It carried the story of the new product in a way to answer questions raised by the 5,000 inquirers who had written to the Department of Agriculture, told of two types of paper—one for annuals, primarily in field culture, and the other for perennials in field culture and all garden work—and offered a free booklet, "The Miracle of Mulch Paper," containing something of the product's history and the development and possibilities of mulch paper.

This free booklet avoids all appearance of making extravagant claims.

The second advertising releases varied in size from one-half page to two-thirds, again in all publications on the original list. The third release, of the same size as the second, was not in the full list. This campaign, to run for three months in the monthly publications and in the first three issues of the bi-weekly farm magazines, brought consumer inquiries on the day following the arrival of the advertising in the hands of magazine subscribers.

By May 31, the company had distributed 10,000 copies of the

"A DISTINCTLY

Editorial Polic

Living in the rich agricultural states of the Mid-west, the great mass of Capper's Farmer readers differ somewhat from Eastern farm families. But Capper's Farmer has never pretended that they are a class set apart.

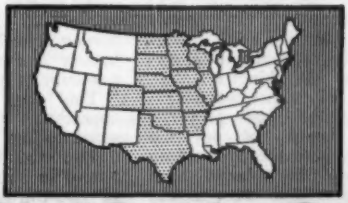
They are *exactly* like the readers of other farm papers in the Midwest states. Exactly.

But Capper's Farmer has, as a well-known agency executive said, "A distinctly different editorial policy and appeal."

That policy is not the result of accident; nor is it an inspiration plucked from the air.

That editorial policy was determined through a life-long, intimate contact with the people of the

Sell this territory thru



Capper's

PUBLISHED AT TOPEKA, KANSAS,

DIFFERENT

nd Appeal"

Midwest. Capper's Farmer knows its readers—knows what appeals to them most strongly at any particular time.

Because its editors keep in close touch with their readers, and respond to their changing attitudes.

Among the mass of American farmers, the farm family which habitually and regularly reads Capper's Farmer is pretty certain to be a typical American family—progressive and practical, with an eye upon the main chance—wanting to get on in the world, and to get the most out of life.

Any wonder they like Capper's Farmer—a publication which is truly a business farm paper whose contents have a cash value? A publication which specializes in articles relating experiences of successful farmers with just enough entertainment thrown in to make a balanced "ration."

M. L. CROWTHER
Advertising Manager
Graybar Building
New York City

'sFarmer

THUR CAPPER :: CIRCULATION 837,282

10 Weeks of "Concentration"

From the thirtieth day of March to the sixth day of June, 1928—a period of 10 weeks lacking two days—seven of St. Louis' largest retail stores including the four great department stores and the three largest cloak and suit houses did not use any advertising in the St. Louis Post Dispatch.

During that period these stores used 569,577 lines more in the three remaining daily newspapers than they did during the same period last year.

This excess was divided among these newspapers as follows:

THE ST. LOUIS STAR.....	451,562 lines or	80%
St. Louis Times.....	63,640 lines or	11%
St. Louis Globe Democrat....	54,375 lines or	9%
TOTAL.....	569,577 lines or	100%

No special contracts or propositions of any kind were made by the advertisers or The St. Louis Star covering this extra advertising. This business represented the unbiased judgment of these advertisers that The Star presented the most desired medium.

These facts are eloquent testimony to the position now occupied by The Star in the St. Louis newspaper field and should convince national advertising space buyers that the interests of their clients are best served when The St. Louis Star receives a just share of their appropriation.

Circulation average for five months of 1928 in excess of

140,000 Net Paid

THE ST. LOUIS STAR

National Advertising Representatives

STORY, BROOKS & FINLEY

free booklet—6,000 directly on request from prospective consumers and 4,000 to county agents. In the same period, 1,500 orders were filled and shipped, orders which averaged three rolls, though many calls were made for single roll shipments.

Copy appeal was based on three fundamental findings of fifteen years of research on mulch paper by the originator and four years of experimentation by the United States Department of Agriculture on its national test farms—namely, weed control, earlier crop maturity, and increased yield. A quotation from the company's advertising will show how these points are covered directly and briefly and yet with a touch of glamour:

> The centuries old plague of weeds is ended . . . the centuries old cry for maximum yield is answered. . . . The MIRACLE of Mulch Paper—we've called this newest principle of farming—the MIRACLE of Mulch Paper!
>
> For it IS a miracle to eliminate weeds and all the ever-lasting, time-stealing and back-breaking labor that weeds demand. It IS a miracle to increase the yield of varied products from 40% to 516%. It IS a miracle to move up the parallels of latitude, in a sense, and grow things two or three hundred miles further North than they ever grew before—grow things EARLIER than they ever grew before—and all at the expense of just so much MULCH PAPER.

In a single paragraph the company covered the story of limitation of production and also indicated that the future would see increased production as well as distribution:

> The supply of Gator-Hide Mulch Paper is limited today and we are shipping not more than four rolls to an individual. By early 1929, however, we expect to meet all demands and we believe that distributors located throughout the country will then have a supply always available for your use.

This problem of distribution required careful handling, as actually this year's effort was strictly a sampling distribution. Because of production limitations and because there had been literally no time to arrange for jobber and dealer connections between the date of acquiring the license to manufacture mulch paper and the release of the advertising campaign, the company was compelled to sell direct, from four shipping points. These points were listed in a leaflet inclosed with each copy of the free booklet, a leaflet which explained the question of limited supply and which also was an order blank giving Boston, St. Louis, Atlanta and (after June 5) St. Paul as shipping points.

While the distribution problem has not been arranged in detail for the next year, the company plans to market this new product through regular jobber and dealer channels. Meanwhile, it is distributing the paper to the Department of Agriculture and to State agricultural schools. It has not been able to supply the nation's 4,000 county agents, but hopes to do so next year. It is expected that, with the paper so extensively sampled through consumers, schools and agents, the problem of dealer distribution will take care of itself in a natural way.

The main consideration in this year's campaign was to take advantage of the 1928 farming season to start introductory advertising and sampling distribution even though production was limited, so that farmers and gardeners would have considerable knowledge about the product next year when Gator-Hide production becomes ample for concentrated distribution.

Too, the magnitude of mulch paper's use being so far beyond statistical forecasting, the company felt that some sort of practical check was necessary to form a sound basis for estimating future consumption. Therefore, because of the theoretically unlimited distribution possibilities of the product, this introductory campaign is being used not only to present the Gator-Hide paper to the public but also as an index of the probable 1929 demand.

Leaves Duplex Truck

Thomas T. O'Brien, sales manager of the Duplex Truck Company, Lansing, Mich., has resigned.

Does "Advertising Agency" Describe What Agencies Do?

Mr. Calkins Believes That the Advertising Business Suffers from Poor Terminology

By Earnest Elmo Calkins
President, Calkins & Holden, Inc.

I WAS interested in that letter from the Wells Advertising Agency in your May 31 issue, and your eminently reasonable reply to it.* You are right in both your assumptions, that avoiding an unwieldy name and desire to give a certain professional character to the new field of work were influences that obtained in naming agencies in the early days.

I remember when Ralph Holden and I were organizing our business some twenty-six years ago this matter of a name gave us some concern. The length of the name did not have so much bearing with us, however, as that desire to surround the advertising agency with dignity—such an atmosphere, for instance, as presented by a first-class architectural firm. This was more necessary then than now, for advertising agents were looked upon by business men with suspicion as wild, impractical fellows, and some of them justified this suspicion by their flaring, flamboyant letterheads. We tried to give our stationery and literature a touch of restraint and conservatism, determining to let our originality, if any, shine forth in other ways.

WHAT IS AN ADVERTISING AGENCY?

But there was another consideration, even more important, which influenced us. The name "advertising agency" was and is a very poor one to describe the work the modern agency does. What is an advertising agency? I had a quarrel some months ago with the New York *Times*, because it headed a news story, "Advertising Agent Convicted of Swindling," or some such title as that. The point was that the so-called advertising agency was a small office uptown from which want ads were telephoned to the daily papers. There are hundreds of such concerns, and if they are advertising agents, what are we?

Then there were the special agents, which led to the expression, "general agents," to discriminate, but the work of the specials in no way resembles that of the generals. There is no common ground between them. So you see, "advertising agency" was not a good name then and is not now, except as the work of agents since then has given it meaning and distinction as a profession. But we decided at the start to use simply the firm name on our letterhead, followed by the word "advertising," and let the future decide just what service we were going to try to render.

Advertising has suffered more than any other line, perhaps, from poor terminology. Look at the trouble the Federal Trade Commission is having over the terms, "net rate," "differential," "type parts," etc. Somebody has said that most wars have been fought over definitions of words.

*"Choosing an Agency Name," page 91, May 31, 1928.

New York "Herald Tribune" Adds to Staff

Charles W. Rogers and Edward J. Brett, both formerly with Rodney E. Boone, New York, have joined the national advertising staff of the New York *Herald Tribune*.

Kenneth Ward Joins Freeze and Vogel, Inc.

Kenneth Ward has joined the copy department of Freeze and Vogel, Inc., Milwaukee advertising agency. He formerly was with the Campbell-Ewald Company, Detroit advertising agency.

The circulation of
The Los Angeles
Evening Herald is

223,130 *

which is larger
than any other
daily newspaper
west of Missouri
—and larger than
both other Los Angeles
evening papers
COMBINED
—and is an increase
of 16,251 in the
last six months.

*Government Statement, March 31, 1928

LOS ANGELES
EVENING HERALD

Represented in

New York
by
HERBERT W. MOLONEY,
342 Madison Ave.

Chicago
by
JOHN H. LEDERER,
910 Hearst Bldg.

San Francisco
by
A. J. NORRIS HILL,
610 Hearst Bldg.

It's a
to tell th



Advertisers seeking the broadest possible outlet for their merchandise, cannot afford to neglect Boston in favor of other cities which Census figures rate above Boston in population. The Audit Bureau of Circulations designates Boston as the *fourth* largest of the country's great markets. It is not necessary to argue with those who know Boston, that Cambridge and Somerville, Chelsea and Brookline — and some other forty cities and towns are for all practical purposes an integral part of Boston. These cities and towns are separated from Boston merely by municipal boundaries, like the wards of a city. They *are* Boston — just as much as Brooklyn is a part of New York.

The Boston market is a rich one. Bostonians have proved and are proving every day that they are generous and eager buyers of worthy, advertised goods. There is, however, a difference that sets Boston apart from other great markets of trade, and must be considered by recognized. Boston's people are split into two groups which are as wide apart as the poles in certain matters. It is hard for one not acquainted with Boston, to tell them apart. They look alike and dress alike—but there the similarity ends. The difference is

BOSTON HERALD

Advertising representative:
GEORGE A. McDEVITT COMPANY.
250 Park Avenue, New York, N. Y.
914 Peoples Gas Building,
Chicago, Ill.

t's ard

tm apart



adverti e personal and is the re-
vever, of heredity, sentiment,
s Bos n and environment. This
eat m le grouping is recog-
be d by Boston's four major
's pe papers. One of them, the
ups wh ld-Traveler, has been de-
the pe tely planned — through
It is h ethod of news presenta-
nted w its editorial policy and by
em ap ry appearance—to appeal
nd d e of Boston's two popu-
e simi groups. The other three
ference s planned their appeal to the other group just as deliberately, and as a result differ from the Herald-Traveler in almost every respect.

The circulation of the Herald-Traveler is among the group of people that is the more important because of its greater buying power. It is no more possible for the other three newspapers to influence this group than it would be for the Herald-Traveler to try to make any headway with the other. It simply isn't and can't be done.

With this peculiar alignment of the population it is quite evident that no one newspaper can possibly cover all of Boston's vast buying power. *Two* newspapers should be used by the general advertiser who hopes to make his advertising pay in Boston. And such advertising *will* pay if the Herald-Traveler, and one other Boston newspaper are used.

RA - TRAVELER

For six years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston newspapers.

96%

of all Department and Dry Goods Stores in the United States, rated $500,000 and over, are subscribers to DRY GOODS ECONOMIST.

More than 8,000 additional stores also look to DRY GOODS ECONOMIST weekly for merchandising and selling guidance.

14,500 ECONOMIST subscribers in more than 9,000 stores in more than 3,000 cities and towns select $5,500,000,000 worth of merchandise yearly and then spend $150,000,000 of their own money in local advertising to sell the merchandise which they buy.

This is the market that DRY GOODS ECONOMIST contacts weekly for its advertisers.

DRY GOODS ECONOMIST deserves FIRST consideration as the medium for *any selling message* to DEPARTMENT and DRY GOODS STORES.

Q. E. D.

DRY GOODS ECONOMIST

239 West 39th St., N. Y. C.

Offices in Principal Cities

Frustrating Fickle Fashion

Style Changes Were Put to Good Account by This Company

By Ralph Crothers

THE quick whims of fickle fashion have often destroyed a business. The man who used to buy four pairs of shoes a year now buys an average of only two because of the increase in automobiling. On the contrary, women who ride just as much in automobiles as men do, buy three times the number of shoes they used to. The answer, of course, is the abbreviated skirt.

These quick shifts in fickle fashion which no man can always fathom have been called the "U" boats of American business. Yet the alert American business man also finds many new products which can be sold just because of this quick change. The advertising soon to appear in consumer publications for Sab is a case in point.

Marcel Franck, Inc., New York, for a long time has sold perfume atomizers. The owner of the business spends much time in France and on one of his trips there he came across a powder which was being used to a large extent by the thrifty French women who wished to save their sheer silk stockings. This powder interested him. He asked to try it and sent over five gross to this country. The executives in his New York office tried it out among all classes of consumers. Some was sent to the advertising agency handling the atomizer account with the request that it be tried out among a representative group of women, the girls in the office were asked to take it home, two fashion magazines agreed to distribute samples at strategic points and at the end of a limited period a very good idea was obtained as to just what the powder would do.

Rubbed on the hose, this powder helps cut down wear by reducing the usual and wearing friction against the shoe, lessens the heating caused by continual wear, and counteracts the acidity of perspiration. The advertising was first run in two publications going to department stores and toilet goods buyers. It told the news of the new product and said that Sab would afford department store and other buyers the opportunity of increasing the sales of their more expensive hosiery; "if the buyer could be convinced that she would get a few more wearings per pair so that the very sheer stockings need no longer be classed as extravagant."

It told how Sab came from Paris where the thrifty Parisienne demands service as well as beauty from her articles of wearing apparel. The copy also pointed out that the new product should be sold in the hosiery department as a hosiery accessory and in other departments also.

EXPERIMENTAL ORDERS

Many experimental orders were received from department stores and other buyers, and after being tested by their consumers repeat orders were secured. Encouraged by this initial response to its new product, the company formulated plans for consumer advertising, which is soon to appear. The copy will urge women to protect their sheer stockings with Sab and tell them how it works to cut down the three factors which damage hosiery.

G. M. Minton, an official of the company, says: "In our consumer copy we are not making any big claims of what the product will do. We do not believe that overstatement is nearly as valuable as a few reasons why the consumer should try the product, leaving the rest entirely to her own judgment."

The introduction of this new product to the women of America proves once more that every new fashion and every new problem brings its opportunity to some manufacturer who senses the trend and takes advantage of new buying habits.

Most Jobbers Handle Too Many Lines to Act as Sales Counselors

They Will Be Able to Give Better Service if They Will Become Specialists in a Reduced Number of Lines

By Fred S. Durham
Vice-President and Treasurer, Bonney Forge & Tool Works

I HAVE read over carefully the views of William B. Munroe, president of the Suppiee-Biddle Hardware Company, in the June 7 issue of PRINTERS' INK ("The Jobber as a Clearing-House of Sales Ideas").

I agree thoroughly with Mr. Munroe that there always has to be some structure of distribution between the manufacturer and the retailer. I don't think the present consideration is so much as to whether the jobber is going out of the picture as to whether the customer, the retailer, is going out of the picture. It is all very well to treat lightly the subject of the chain store and cut-price store, but with the present trend toward low prices of staple articles, quoted by the chain stores, it is almost impossible for a retailer to survive. This is true not only of the hardware field but of a great many other fields. In the drug field, for instance, the cut-rate stores are selling advertised articles at prices lower than the drug jobber is quoting the retailer. Because of the fact that retailers are unable to buy at prices which will allow them to compete, a great many of the larger ones are seeking to make direct connections with the manufacturer in order to survive.

Not so many years ago a jobber had quite a different position in the field than he has today. His position was a warehouse for the retailer. Today jobbers, by reason of prompt deliveries of manufacturers, speedy transportation facilities, etc., have in a great many cases become simply middle-men without functioning as warehouses at all. Not so many years ago a manufacturer could determine approximately the amount of raw material he should contract for on the basis of stock orders received at various times during the year from the jobber, and on which an overnight delivery was not expected. Today, if the manufacturer falls behind in his deliveries a few weeks he is subject to great criticism from the jobber, which leads to the conclusion that the jobbers are not warehousing to the extent that they formerly did.

Mr. Munroe's article is certainly very sensible indeed about the correct function of the jobber in the particulars of merchandising and sales counselor. This is very necessary help that the manufacturers are not able to give to the retailers and which should, in the present set-up, be a part of the duties of the jobber.

Unfortunately the majority of jobbers today handle so many different lines and catalog so many that it is a very difficult matter to instruct their salesmen how to get the best results from each particular item. Some jobbers are becoming specialists in a reduced number of lines and items, and are thereby able to give better service to the manufacturers of the reduced number of lines. It seems to me that in this field is the greater prospect of full co-operation with the jobber.

Ralph Fuller Joins Ramsay Organization

Ralph Fuller has joined the staff of The Robert E. Ramsay Organization, Inc., New York, sales promotion counselor. He formerly conducted his own business.

With Aubrey & Moore, Inc.

Elizabeth Webster Stubbs, recently assistant advertising manager of Charles A. Stevens & Brothers, Chicago women's specialty store, has joined the staff of Aubrey & Moore, Inc., advertising agency of that city.

The Lillibridge Viewpoint

Number Twenty-one Issued from No. 8 West 40th St., New York

Shirtsleeves Triumphant

DURING the World War, there was held at the Union League Club a meeting participated in by Admirals, Generals and Colonels; all more or less strangers to each other.

At the end of an hour it began to be very evident that the conference was getting nowhere.

One of the men, younger than most of those present, stood it as long as he could. Finally he screwed up his courage and suggested to the august conference that military titles and the conventional order of precedence were interfering with the accomplishment of the business for which the meeting had been called. Then he made bold to suggest that in the interest of expedition they all remove their coats so that they could not see the insignia of one another's rank.

The suggestion was adopted. Coats came off; the officers became men on an equal footing; ideas and arguments were considered on their merits. The meeting began to move.

. . . .

We believe in the shirtsleeve philosophy in advertising. Advertising that is built on precedent and prejudice as to what can and cannot be done is apt to be so limited as to have no interest value.

In such a case, if the advertiser can step outside of all artificially developed inhibitions, he can generally strike

a line of procedure that will be extraordinarily effective.

If there is one thing that should be avoided in advertising it is the accumulation of prejudices.

THOSE who are wont to belittle the art of advertising might be reminded of Matthew Arnold's statement, that "persuasion is the only true intellectual process."

Four Test Questions in Agency Selection

IN general, our experience would seem to indicate that an intelligent advertiser asks four chief questions in studying an advertising agency with a view to making a connection:

1. What is your agency's record and in which fields is it having successful experience?
2. What is your method of conducting an account and working with an advertiser?
3. Who are the individuals in your agency who will handle my account?
4. What other accounts do you handle and how well pleased are they with your service?

After all, what more does the advertiser need to know, if these questions are answered fully and in a spirit of sincerity?

We welcome inquiries from executives who are seriously interested in bettering their advertising.

The Nation is a Person

ROBESPIERRE would not have made a good advertising man. Hilaire Belloc, his biographer, says that he was altogether wanting in that principal faculty of a creator of laws—the sentiment that the nation is a person and must be addressed with the directness and the humor with which one would address the individual.

Is not this same "principal faculty" the secret of great advertising, as well as of law?

The nation *is* a person. Barnum knew it. Moody knew it. Roosevelt knew it. George Horace Lorimer knows it. . . . The nation is a person, and it will listen to the man or woman who will talk to it naturally as such.

Problems of a New "BILLION DOLLAR INDUSTRY"

ITS direct annual bill to the American people runs to $650,000,000. Its accessory bill sends $750,000,000 into foreign lands every year, over four times our war debt receipts. Its advertising budget tops $4,000,000. Its retailers and speciality salesmen number more than 100,000.

We refer to the comparatively new travel "industry."

Most people scarcely realize the size of this lusty infant. Fewer realize the rate at which it is developing.

America is turning into a nation of travellers. Americans have supplanted the Germans and the English as globe trotters. Paris has been called a suburb of New York. Over 300,000 Americans cross the Atlantic every year. Some 500,000 tourists pilgrimage annually into the Province of Quebec, Canada. Over 1,000,000 more flock into Florida each winter, and California estimates her annual influx at 500,000.

The travelling which America has done is nothing compared with the travelling she is going to do.

Probably no "industry" has as many influences working for it and through it.

And yet the travel industry has problems. Stubborn problems that scarcely know a parallel.

The problems, in brief, are:

1. Travel's peaks and valleys.
2. The development of new markets.
3. Travel's need for merchandising.
4. Better travel "retailing."
5. Reaching the travel public.

This agency has made an intensive study of travel advertising and selling. It has prepared a resumé of travel problems and potentialities. A copy will be sent gratis to the responsible executive of any travel purveying business.

Rifle Shot

OFTEN people can be reached more economically by a well-aimed advertising rifle shot than by a shot-gun charge of "general publicity."

PAGE FOUR THE LILLIBRIDGE VIEWPOINT

25 Percent Down; 25 Percent Up

RECENTLY we took over the advertising of a new client . . . at a time when a depression existed in his line of business.

This client depends largely on newspaper space for his volume. We reduced the size of his space units, chiefly by reducing the space devoted to "cleverness."

During our second month this client's advertising expenditures were *down* 25 percent, but his business was *up* 25 percent.

It would be hard to find anything remarkable about the advertisements we prepared. But that is just the point: they were not intended to be remarkable advertisements; they were focused on a much more prosaic end, the selling of goods.

"The first and second and third part of art," wrote Emerson, "is to keep your feet firmly on a fact."

Tombstones of the Great

HOW quickly one slips out of public favor when one is out of public notice!

In 1921 the royalties on Caruso's phonograph records amounted to $422,931. Last year they had dropped to $74,762.

The world rushes by the tombstones of even the great. To hold the stage one must be on it.

The Lillibridge Viewpoint is issued quarterly. It is sent gratis on request to interested executives.

8-1004

RAY D. LILLIBRIDGE INCORPORATED

Advertising

NO. 8 WEST 40TH STREET ✦ NEW YORK

Telephone Longacre 4000

Established in 1899

Must Good-Will Copy Be Limited to Prestige Building?

Although Basically of a Good-Will Nature, Indirectly This Newspaper Campaign Is Performing Services Additional to That of Building Prestige

By Eldridge Peterson

WHEN the engineering firm of Ford, Bacon & Davis, Inc., with headquarters at New York, determined upon an advertising campaign, various possibilities for copy themes suggested themselves. But as each idea came to mind, there also arose some objection which made the idea impractical.

One idea which naturally presented itself was to tell in this advertising the nature of the work Ford, Bacon & Davis, Inc., performs. The objection which arose to this idea was that the services rendered by the firm are so numerous and diversified that any attempt to explain them would defeat its own purpose and leave readers of the advertisements with a confused idea of what the company really does. Although the general term, "engineers," is used to describe the firm's function, its services range from actual engineering construction to the making of appraisals of plants preliminary to the marketing of an issue of securities and even to the "engineering" of a merger of two or more businesses. In other words, the company may be called upon to perform such diversified tasks as laying a pipe line or taking over and putting on its business feet a disintegrating public utility.

Another considered angle was to explain some of its client's problems and to tell how these problems had been solved. But here the objection was that the nature of a great part of this work is confidential and naturally any attempt to feature in an advertisement how his faulty production methods, improper merchandising programs and incompetent management had been rectified would be resented by a client.


Clients of Ford, Bacon & Davis Incorporated Engineers

Plants which have contributed to the Industrial History of the World

FORTY years before the era of automobiles Thomas White established an industrial dynasty with a plant manufacturing sewing machines which he had himself designed. The expansion to include bicycles, the early experiments in automotive transportation, first with steam, then with gas, culminating in the production of the world-known quads in the great plants of The White Company at Cleveland, are conspicuous records of manufacturing achievement.

MOST OF THE COPY IS DEVOTED TO HISTORICAL DATA ABOUT FORD, BACON & DAVIS CLIENTS

Finally it was decided that the advertising would have to be basically of the good-will type, designed to keep the firm name before the public.

However, although the present series of newspaper advertisements which the corporation is running in Philadelphia, New York and Chicago under the heading, "Plants which have contributed to the Industrial History of the World—Clients of Ford, Bacon & Davis,

Inc.," is basically of a good-will nature, indirectly it is performing services additional to that of building prestige and good-will.

Before pointing out what these services are, it will be necessary to describe the series, each advertisement of which is devoted to a client of Ford, Bacon & Davis. They are uniform in general physical appearance and can be recognized immediately as belonging to the series by means of the dignified type and layout, the use of the Ford, Bacon & Davis shield, a box containing the descriptive heading mentioned above and by the small vignette drawings which are especially characteristic. These drawings usually depict the earliest known plant or association of the client. The copy beneath them deals with some romantic or colorful character or incident linked up with a short résumé of the client's industrial history. A generous use of white space also aided in giving to the advertisements a quiet dignity quite in keeping with the conservatism and dignity of the firm under whose name they appear.



ALL OF THE ADVERTISEMENTS ARE UNIFORM IN GENERAL APPEARANCE AND CAN BE RECOGNIZED IMMEDIATELY AS BELONGING TO THE SERIES

A typical number in the series is the one on The Borden Company. A vignette of the first practical condensery built by Gail Borden accompanies this advertisement and the copy reads as follows:

On August 19, 1856, more than three years after his first application, a patent was granted to Gail Borden for a process to condense and preserve cow's milk. Four years later his first practical condensery was built at Wassaic, N. Y., and due to the demand created by the Union Army, the product became quickly and extensively known. The enduring benefits to mankind from the experience and resourcefulness of this pioneer in food preservation are reflected in the success of the great Borden enterprises.

Another one of the series, devoted to the Standard Silk Dyeing Company at Paterson, N. J., carries this colorful bit of copy:

The building in which Samuel Colt manufactured the first revolver in 1836 is part of the plant of the Standard Silk Dyeing Company of Paterson, N. J. Here, too, over a century ago, Alexander Hamilton made sail cloth for merchantment.

A glance through the series as a whole reveals many romantic bits of information and unusual historical facts connected with the clients of the firm. We learn, for instance, that Paul Revere operated the first copper refinery in this country; that the first wire suspension bridge in America was at Falls of Schuylkill, Pa.; and that a building still in use by the American Engineering Company of Philadelphia was the subject of a poem by Whittier.

"Everyone knows," explained Harmon Laughlin, who is in charge of the Ford, Bacon & Davis advertising and who conceived this series, "that the tabloid type of literature has a wide appeal among all classes of readers and our series is actually a tabloid history of industry."

In cases where there is no historical feature available, a striking

If Mr. Roger W. Babson Is Correct About It!

"Advertise in fast growing publications." "Do not look merely at the present circulation. Hunt for some publication which is not only big but shows a high percentage rate of growth. One reason for this policy is that when a publication is growing fast its advertising rates tend to lag behind its circulation." "Moreover the rapid growth implies that the publication is appealing to alert and active readers—the kind which you want your advertising to reach."

The above is a quotation from an article by Mr. Babson.

Now Look At The Telegram-Gazette Growth

(Worcester, Mass.)

From the September statement of 1922, to the March statement of 1928, Telegram-Gazette circulation increased from 72,068 to 100,251, a growth of 28,183 or 39.1%.

In the same period the circulation of the other Worcester paper increased from 26,735 to 30,012, a growth of 3,277 or 12.2%.

Telegram-Gazette Circulation as of March, 1928:

City Circulation	**57,137**
Suburban Circulation	**33,605**
Total Circulation	**100,251**

In the city of Worcester, where the savings deposits average $887.06 per capita, The Telegram-Gazette reaches 93.5% of the newspaper buying units.

In the rich suburban territory, (18 mile radius) The Telegram-Gazette reaches 73.8% of the families.

Of The Telegram-Gazette's 100,251 circulation, 90,742 is within 18 miles of the center of the city; 97,512 within 25 miles of the center of the city.

Few papers dominate their fields so completely in either influence, circulation or advertising patronage.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

or original process developed by a client is described in the copy. An example is the advertisement devoted to the Hope Natural Gas Company, Hastings, W. Va. This copy reads:

> The discovery that natural gas had in it a dash of gasoline vapor stimulated George M. Saybolt to the experiment in 1906 through which the gasoline carried along with natural gas in pipe line transportation was trapped under pressure in a bath of oil and thereafter refined out of the absorbing oil. The first commercial plant was built by the Hope Natural Gas Company at Hastings, West Virginia, and a mighty industry was born. For two decades absorption gasoline has supplied the energy in thousands of autos and the removal of gasoline from the transportation lines has at the same time, increased efficient service of natural gas to the consumer.

With this brief sketch of what the series contains in mind, it will be easy to understand the services which were mentioned as being performed by this advertising in addition to building goodwill.

"There were two ways," declared Mr. Laughlin, "in which this goodwill advertising could be of particular benefit to our firm. The first was to aid in dispelling the idea that we had only large companies as our clients. The series helps us to confute this idea by devoting its advertisements to our smaller clients as well as to our larger ones. The second way in which the series could help arose from the nature of our work which permits us to serve our clients only intermittently. We do a job for one today and it may be five years before he calls on us again. We keep contact with our clients and create good-will by featuring them in our advertising. They are in this way inclined to feel more than ever that they are part of our family.

"Obviously the collection of the data upon which the advertising is based requires considerable correspondence and we want that. We like to have our clients write to us especially when they are confronted with technical problems. Any type of contact with a client or prospect, we think, is good advertising.

"There is also an echo to this series," Mr. Laughlin continued, "for we send reprints to a client and if he wishes to reproduce the advertisement referring to his business in his house organ or other advertising, we send him a stereo. Many of them do. Some have written asking for more reprints to distribute to their clients. Of course we gladly supply them."

A new number in the series is inserted once a week in newspapers in New York, Philadelphia and Chicago. Although the series has been running for some time, it will be continued indefinitely. The advertisements appear in two sizes, 6¼ inches by 7¼ inches and 4 by 7 inches.

As pointed out at the beginning of this article, the many services of the firm are too diversified to mention specifically. Yet the series overcomes this difficulty to some extent. When firms from the ice cream, motion picture, advertising and many other fields are represented in the campaign, a natural curiosity as to what kind of work Ford, Bacon & Davis do for them leads some readers to write in for this information.

That the advertisements are being read because of the touch of color and romance pervading these little tales of industrial firms is attested to by the telephone inquiries, letters and personal calls asking for the series which, it is planned, will be published in book form at its conclusion.

H. L. Dawson Joins "Children, The Magazine for Parents"

Harold L. Dawson, recently with the Travelers Insurance Company, New York, has joined the Eastern advertising staff of *Children, The Magazine for Parents*, of that city. He was formerly with the sales promotion department of the Detmer Woolen Company, also of New York.

C. R. Swinehart, Advertising Manager, Thomas Products

C. Robert Swinehart has been appointed advertising manager of The Thomas', Chicago, scalp and hair treatments, and allied interests including The Thomas Products Company, Thomas', Ltd., and Thomas', Inc.



TYPOGRAPHERS

WHO PROVE IT WITH PROOFS

YES, WE OFTEN BREAK RULES

Every creator breaks the rules. Otherwise, there would be no pressing on, whether in industry, science, culture or typography. We have the honor to be credited with more new compositorial motifs and variants than any typographer in America, because when art by rules is "cabin'd, cribb'd, confined" it ceases to be art.

FREDERIC NELSON PHILLIPS, INC.
314 EAST TWENTY-THIRD STREET, NEW YORK

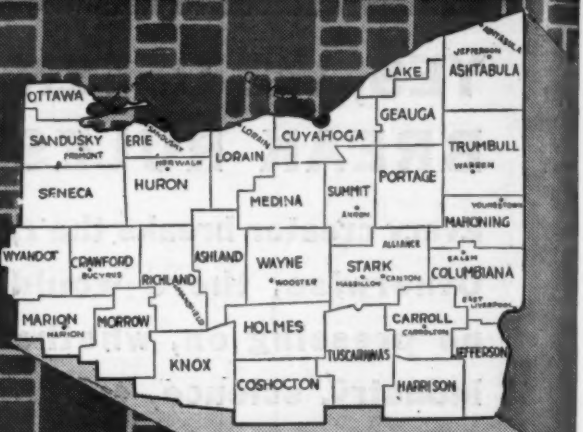
MEMBER OF ADVERTISING TYPOGRAPHERS OF AMERICA



Armstrong's

sells

CLEVELAND'S MARKET



—FROM

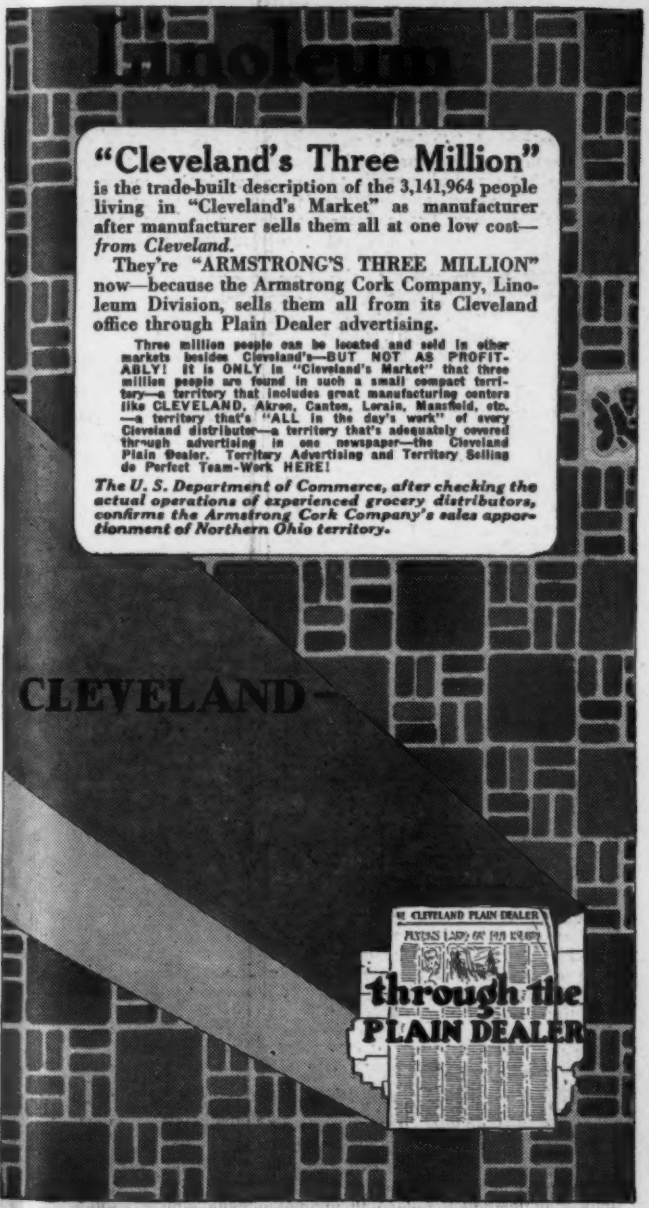
Team-Work!

Figures prove that Advertising, Territory and Selling are perfectly co-ordinated in "Cleveland's Market" ONLY through the Cleveland Plain Dealer.

95%

of the Daily Plain Dealer's circulation (231,617) is in the 31 counties in "Cleveland's Market," all of which the ARMSTRONG CORK COMPANY, Linoleum Division, SELLS FROM CLEVELAND.

The Plain Dealer


Linoleum
"Cleveland's Three Million"
is the trade-built description of the 3,141,964 people living in "Cleveland's Market" as manufacturer after manufacturer sells them all at one low cost—from Cleveland.
They're "ARMSTRONG'S THREE MILLION" now—because the Armstrong Cork Company, Linoleum Division, sells them all from its Cleveland office through Plain Dealer advertising.
Three million people can be located and sold in other markets besides Cleveland's—BUT NOT AS PROFITABLY! It is ONLY in "Cleveland's Market" that three million people are found in such a small compact territory—a territory that includes great manufacturing centers like CLEVELAND, Akron, Canton, Lorain, Mansfield, etc.—a territory that's "ALL in the day's work" of every Cleveland distributor—a territory that's adequately covered through advertising in one newspaper—the Cleveland Plain Dealer. Territory Advertising and Territory Selling do Perfect Team-Work HERE!
The U. S. Department of Commerce, after checking the actual operations of experienced grocery distributors, confirms the Armstrong Cork Company's sales apportionment of Northern Ohio territory.
CLEVELAND
THE CLEVELAND PLAIN DEALER
through the
PLAIN DEALER

Jewelry Wholesalers to Organize

Representatives of Wholesale and Manufacturing Concerns in the Business Meet at Indianapolis to Discuss Problems and Form Wholesale Jewelry Trade Association.

PLANS for the formation of the Wholesale Jewelry Trade Association were adopted at a recent meeting, held at Indianapolis, which was attended by 150 representatives of wholesale and manufacturing concerns in the business. This association will work in conjunction with the Jewelry Trade Association, a group of retailers which, in less than a year, has attained a membership of approximately 14,000 stores.

These developments are in line with a program of organization within the industry to meet an over-organized situation which does not permit co-ordinated effort in facing the competition from newer and more aggressive industries.

It is the aim of this program to weld the retail and wholesale groups so as to pave the way for handling the merchandising, research, advertising and other problems of the industry. The advantages of the plan were outlined at the two-day meeting at Indianapolis by its sponsor, Bartley J. Doyle, president of The Keystone Publishing Company. H. H. Kynett, of The Aitkin-Kynett Company, Philadelphia advertising agency, stressed the need for co-operative effort on the part of every factor in an industry in order that duplication of effort may be avoided and, likewise, that continuity of marketing studies may be maintained.

E. St. Elmo Lewis said the industry should not be afraid to find out what its troubles are. A. C. Becken, Jr., newly elected president of the National Wholesale Jewelers' Association, stated that there has been too much overloading of retailers, too much competition in terms offered to them, and that wholesalers are suffering from over-long inventories and a multiplicity of lines, many of which overlap.

"All of these matters represent material for research," said Mr. Becken. "In addition, the wholesaler owes a debt to the industry as a whole by co-operating with the other branches in placing the trade in a position to compete with other industries which are aggressively seeking that share of the consumer's dollar which the jeweler used to regard as his own."

A committee of twelve was appointed to meet within the next sixty days to draft by-laws and prepare a constitution.

New Accounts for Geyer Agency

The advertising account of The Reynolds and Reynolds Company, Dayton, Ohio, stationer, printer and lithographer, has been placed with The Geyer Company, Dayton advertising agency. "American Individual" stationery will be advertised in magazines.

Other companies which have appointed the Geyer agency to direct their advertising accounts are the Ansted & Burk Company, manufacturer of William Tell flour and Fluffy Down pastry flour, and the Safety Grinding Wheel & Machine Company, both of Springfield, Ohio, and the Ohio Marble Company, Piqua, Ohio, producers of Pearl Grit and agricultural limestone.

E. C. Herbert Joins Electric Sprayit Company

Edward C. Herbert, for the last five years assistant advertising manager of the Dodge Manufacturing Corporation, Mishawaka, Ind., has become sales promotion manager of the Electric Sprayit Company, South Bend, Ind., manufacturer of paint spraying machines for home and industrial use.

St. Augustine, Fla., Plans Summer Campaign

The city of St. Augustine, Fla., is planning a summer advertising campaign using newspapers in inland Florida, Alabama and Georgia. Harry E. Burns & Company, Inc., Jacksonville, Fla., advertising agency, has been appointed to direct this campaign.

California Peach and Fig Growers Elect C. F. Cooke

Charles F. Cooke, of San Francisco, has been elected president of the California Peach and Fig Growers Association, Fresno, succeeding Ward B. Minturn.

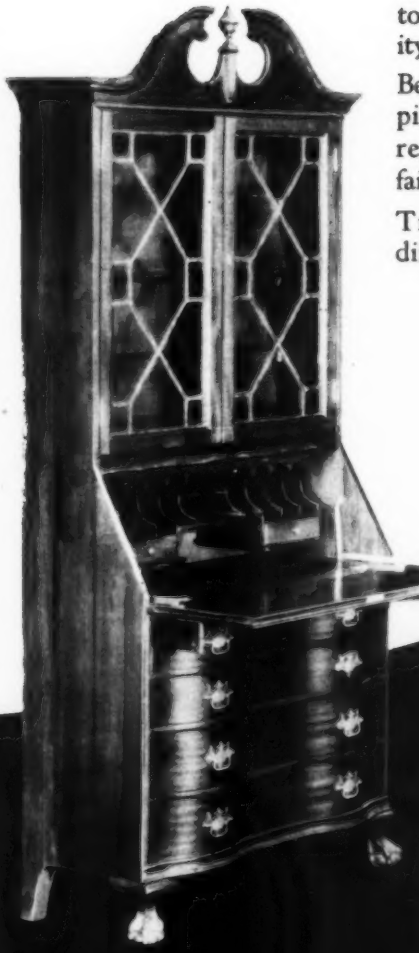

ARTGRAVURE
WHEN
CRAFTSMANSHIP
COUNTS

PICTURES SPEAK L

To tell the story at a glance—to illustrate materials, texture and finish requires accurate detail, tone gradation and fidelity to the original copy—

Because it is essentially pictorial ARTGRAVURE reproduces the subject faithfully and effectively.

Try it for your next direct mail advertising.



L OUDER THAN WORDS!



Do You Know That

ARTGRAVURE

Is now being widely and profitably used in Direct Mail Advertising:

Can be printed in brown, green, red, black, maroon, grey or special color:

Requires no make-ready and eliminates the use of half-tones and electrotypes:

Does not require coated paper and will print photographs on even cheapest paper:

Does not restrict copy. Line drawings, etchings, pencil, crayon, oil, sketches, wash drawings and photographs reproduce equally well:

Does not require large runs to be economical. Large presses print large runs, small presses take care of small editions.

Our booklet, "The Economy of ARTGRAVURE," is yours for the asking. It tells things you should know.

ART GRAVURE CORPORATION

CHICAGO BOSTON — *General Offices* 406 WEST 31ST STREET, NEW YORK — PHILADELPHIA CLEVELAND

Stein-Bloch Salesmen Sell Dealer Helps Item by Item

They Carry Complete Exhibits of Advertising Features from Which Retailers Order

By Roland Cole

HOW much, if anything, to charge retailers for advertising helps and how to get dealers to use them after they receive them, are vexing problems to many

The enthusiasm which inspired the production of the broadsides, mailing pieces and displays usually lasts just long enough to see the stuff delivered to the manu-



THE "SHOTS" FOLDERS ARE CORRESPONDENCE FILE SIZE AND EACH DEALER-HELP PIECE IS MOUNTED BY ITSELF IN ITS OWN FOLDER

manufacturers. The whole matter of providing advertising features for dealers is usually well and adequately handled on the score of conception, but not so well handled when it comes to execution. Dealer helps show an amazing improvement from year to year in beauty of design, variety of matter and appeal, and originality of use (for mailing and store display). But nothing like this talent for creating effective dealer-help material has been discovered or developed for firing dealers with the desire to take it from the manufacturer and put it to practical use.

facturer's advertising department, but not long enough to get it into the right dealers' hands and help them distribute it to the best advantage. The crying need of the hour, in supplying dealers with advertising matter, is a genius for distribution—a way of selling dealer helps to the dealer so that he will appreciate their value to him and so that he will be willing to pay something for them, and, having paid money for them, actually use them.

The Stein-Bloch Company, maker of men's clothes, has for the last two or three years been selling

its advertising features to dealers in practically the same way in which it sells its clothes, namely, through the company's salesmen.

The company has devised a unique method of presenting its dealer helps to retailers through its regular salesmen and selling these features to dealers item by item, just as the salesmen sell their line of clothes.

Stein-Bloch salesmen call on their retailers twice a year—in advance of the spring and fall seasons. The company's dealer ad-book for 1928 is called "Stein-Bloch Thunder." It has forty-six leaves (not pages), wire side-stitched, so that leaves may be cut out. Each leaf is printed on one side only. The first fifteen leaves are complete advertisements, including illustration, copy, dealer's imprint and border. Other pages contain copy suggestions, illustrations, borders, and, unique in the ad-book of a manufacturer of men's clothes, electros of ties, shirts, hats, gloves, shoes, belts, sport accessories and smokers' articles, which electros retailers are invited to order and use in their advertising of furnishings.

Stein-Bloch salesmen do not carry this "Thunder" book with them. It is rather bulky in size, 12 by 19 inches, and is mailed to retailers from the company's home office in Rochester upon request of salesmen. What the salesmen do carry with them, however, is a series of twenty folders, called "Shots." These are the size of correspondence file folders. Along with them, they carry an order book for writing up orders for the advertising features contained in the "Shots." Now, the point of the story from this stage on is the very attractive appearance of the "Shots" folders and the way in which the salesmen sell them to their dealers.

The Stein-Bloch salesman enters the store of an established dealer. Salesman and dealer are well known to each other. The salesman has his spring line of suits and topcoats. After he has taken the dealer's order for merchandise, the salesman produces from his sample case his exhibit of "Shots" and his advertising matter order pad.

First, a preliminary word about the "Shots" folders, or the form in which the advertising features are mounted for presentation to the dealer. Each advertising piece for dealers' use is mounted by itself in its own "Shots" folder. This gives each piece an individuality which it would not have if it were grouped with other pieces or if all the advertising pieces were mounted in one folder or displayed *en masse*. The design and color treatment of these "Shots" folders constitute an advertising campaign to the dealer, so to speak. Literally, they exert as much salesmanship in getting an order for the mailing piece mounted within them as the mailing piece itself exerts, or the salesman who presents it.

For the 1928 spring campaign, this folder design was printed in six colors. In the lower left corner, a blunt-nosed cannon is belching flame and smoke and along with it a number of "shots" in the form of mailing pieces. Miniature reproductions of the covers of these mailing pieces are scattered over the face of the design. One large and three small circles, representing cannon-balls, are printed "Stein-Bloch Shots, Spring 1928." The entire design, in full color, is repeated on the back of the folder. Each of these folders, of which there are twenty in the set, all printed with this design, has a projecting edge upon which is printed the name of the mailing piece mounted in the folder. The first folder is printed, "Spring 1"; the second "Durebl 2"; the third "Camel's Hair 3"; and so on up to "Stock Record Book 20."

The salesman does not necessarily present the whole series of "Shots" to every dealer. He does not begin mechanically with folder No. 1 and try to sell that, then take up folder No. 2 and try to sell that, and so on. One of the chief merits of the plan is that its presentation is discretionary with the salesman. He knows the kind of merchandise he has just sold his customer and he knows what his customer should have in the

way of advertising matter to help him sell it. Moreover, he knows his dealers, what they will do and what they will not do.

The mailing pieces and dealer helps included in the exhibit are, in part, (1) a general booklet entitled, "Spring 1928," and an envelope; (2) a folder on "Durehl" suits having attached to it a sample of the cloth, and an envelope; (3) a folder on "Imperial" Camel Hair Topcoats with a sample of the goods, and an envelope; (7) a folder on four-piece golf suits, and envelope; (9) an institutional folder on Stein-Bloch quality and the retailer's service, and envelope; and other folders containing samples of shipping labels, packing boxes, business cards, stationery, stock record-keeping systems and display fixtures. The samples of the mailing pieces are mounted within the "Shots" folders, generally the mailing envelope on the left-hand side and the folder (bearing a dealer's imprint) on the right-hand side.

When the order for spring suits and topcoats has been completed, the salesman selects from his "Shots" folders those containing mailing pieces featuring the garments for which he has entered the dealer's order, and such other matter in the way of dealer helps as the dealer might or should have. Whatever the dealer orders, he pays for. The price he pays is low. The Stein-Bloch Company bases its figures on its large-quantity costs and bills the advertising matter to the dealer at a good deal less than the quantity cost.

The point that needs emphasis is the fact that the salesman sells each piece of advertising matter personally to the dealer. He says: "These 'Imperial' Camel Hair Topcoats will sell. Let me tell you what one of our dealers did. He picked a list of men whom he thought could buy such a coat at $85. He mailed one of these folders containing this little swatch of the goods to his list. About the time these men received it, he called them on the telephone and invited them to come into the store and have a look. Not only did they come in and buy practically his entire stock of coats, but this dealer also sold six coats over the telephone to men who said they would buy before they saw the merchandise."

A complete new line of "Shots" folders was issued for the fall. The folder design represents an envelope addressed to a dealer with one big circular "cannon-ball" bursting through its center, the "cannon-ball" containing the words "Shots by Stein-Bloch." The corner card of the envelope through which the "cannon-ball" has burst is printed "Fall-Winter 1928." The color scheme is very striking—a ground of mottled purple, the design of the envelope dead white, printed and addressed in black ink, and a stitch border and the "cannon-ball" in gold.

Building Products Account for Andrew Cone Agency

The Ferro Building Products Company, New York, sound-proof engineers, a subsidiary of the Stevens Sound-Proofing Company, Chicago, has appointed the Andrew Cone Advertising Agency, New York, to direct its advertising account. Newspapers will be used during the summer and plans call for the addition of magazines in the fall.

The Silver Rod Stores, a chain of retail tobacco stores in New York and New Jersey, have appointed the Cone agency to direct the advertising of their mail-order department. Newspapers are being used for the present, with the addition of magazines planned.

Macfadden to Transfer Hagen Spinney

Hagen Spinney, who has been with the Boston office of the Macfadden Publications, will join the New York staff on June 25. He will cover Connecticut territory.

Zapon Moves Advertising Department

The advertising department of the Zapon Company, Inc., New York, manufacturer of Zapon leather, cloth and enamel lacquers, has been moved to Stamford, Conn.

Lanston Monotype Appoints W. H. Patton

W. H. Patton has been made sales and promotion correspondent of the Lanston Monotype Machine Company Philadelphia.

PROGRESS

Progress results from dissatisfaction with things as they are and the desire to make them better. Progress is to do a thing first and better. To keep ahead of custom and tradition.



Have You Seen

THE MAGAZINE OF BUSINESS

for June?

Highly specialized in editorial content and physical dress—a more perfect mirror of that small group of controlling executives who direct American business.

If you haven't seen a copy, write A. W. Shaw Company, 600 Cass Street, Chicago; No. 1 Park Avenue, New York City.

Books on Advertising Copy

TELEGRAM
GEORGE HARRISON PHELPS, INC.
DETROIT, MICH.

Editor of PRINTERS' INK:

Could I trouble you or someone on your staff to give me the names of what you consider the five best books on advertising copy writing? I believe that such a list was organized several years ago for the Hotel McAlpin after a questionnaire was sent out to leading advertisers but that list was general, and anyway I assume it has been antiquated by more recent publications. Thanks kindly for trouble.

M. I. PITKIN.

THE task of determining the five best books on advertising copy writing would be as great as to determine the five best books on advertising in general. There are many excellent books on both of these subjects.

We have record of practically all of the books on advertising and from this list we have picked out a group of books as being representative of those that have been published dealing with the preparation of advertising copy. A copy of this list, which gives the title of each book, the author's name and the name and address of the publisher, will be sent to any reader who wants it.

The Hotel McAlpin list referred to by Mr. Pitkin was compiled in 1922. At that time the Hotel McAlpin got together a list of the 200 best business books. Twenty businesses were selected and a questionnaire was sent to 2,000 business men asking them for the best books in their line. From all the information gathered the 200 books were selected and the titles were published in an article which appeared on page 81 of the January 25, 1923, issue of PRINTERS' INK. In this list there were ten on the general subject of advertising.

For those of our readers who would like to have a more complete list of books on advertising, we will be glad to send a report listing eighty titles. These books deal with almost every phase of the subject.—[*Ed.* PRINTERS' INK.

Chrysler and Dodge Lines to Continue

In a letter to stockholders of Dodge Brothers, Inc., Detroit, published in connection with the plan which contemplates combining the business of Dodge Brothers, Inc., and the Chrysler Corporation, Detroit, under Chrysler management, Edward G. Wilmer, president of the Dodge corporation, states that, if the consolidation is consummated, the present Chrysler and Dodge lines, both passenger cars and trucks, will continue in manufacture.

These products, he states, will be distributed through the two existing dealer organizations, thus insuring the continuance of these organizations. The letter also states that the consummation of the plan is dependent upon the extent to which it is accepted by holders of the several classes of stock of Dodge Brothers, Inc.

Chrysler earnings as given in the letter amount to $8,019,506 for the four months ended April 30, 1928. Earnings for the year 1927 amounted to $19,841,012, against $15,688,704 for 1926, and $17,235,306 for 1925. Earnings of the Dodge corporation were $2,843,468 for the four months ended April 30, 1928. Earnings for the year 1927 amounted to $9,993,789 against $23,091,653 for 1926, and $25,854,704 for 1925.

Motor Transit Account to Potts-Turnbull

The Motor Transit Management Company, Inc., Chicago, operating the Greyhound Bus Lines, has appointed the Potts-Turnbull Company, Inc., Chicago advertising agency, to direct its advertising account. Newspapers are being used.

G. H. Hewitt with Buffalo Agency

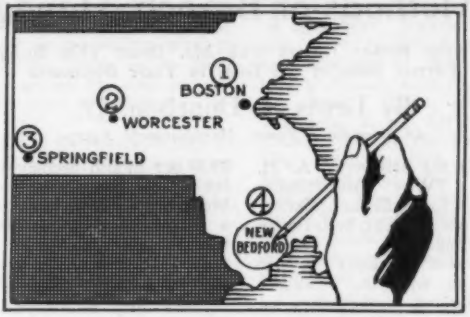
George H. Hewitt, formerly advertising manager of the J. J. Siegrist Company, Buffalo, N. Y., has joined the Weinstock-Wilson Company, advertising agency of that city, as copy and merchandise executive.

"Oil Engine Power" Appoints L. B. Lamb

Lawton B. Lamb has become Western advertising manager of *Oil Engine Power*, New York. His headquarters will be at the Chicago office of National Trade Journals, Inc., of which this publication is a member.

Starts Publication of "Metalcraft"

The Furniture Publishing Corporation, Jamestown, N. Y., has started a new publication, under the name of *Metalcraft*. It will be devoted to the metal furniture, metal building equipment and general metal equipment field.



An ideal testing ground for new products, sales or advertising methods

IN New Bedford you can obtain, for the smallest amount of money and effort, a reaction to your advertising and merchandising that will be typical of the entire New England market. New Bedford is the buying center for 160,000 typical New Englanders who consider cars, radio and silk stockings as necessities, rather than luxuries. They draw the third largest payroll in New England and they include the largest percentage of home owners of any group exceeding 100,000 in this section of the country.

With a per capita wealth of over $3,000 these people have the money to buy your goods. The Standard Mercury's dominating circulation among this group makes it possible for you to reach the great majority of them through this one newspaper combination alone—and at the low rate of 10c a line flat. More facts and figures will be sent you on request. Write us or our representatives—the Charles H. Eddy Co. of Boston, Chicago and New York for more complete information on sales opportunities in New Bedford.

Members of the 100,000 Group of American Cities
Member of the Associated Press
Member of A. B. C.

NEW BEDFORD
market in Massachusetts
covered by the
STANDARD MERCURY

Merchandise Brokers Should Study the Methods of Branch Managers

A Merchandise Broker Agrees with Mr. Deute That Brokers Must Correct Some of the Evils in Their Businesses

By Lewis R. Donelson, Jr.

Of Donelson & Poston, Manufacturers' Agents

I FOUND the article by A. H. Deute, "Why Merchandise Brokers Are Going Broke" [PRINTERS' INK, June 7, 1928], both timely and interesting.

The present tendency toward consolidations with the establishment throughout the country of branch offices or district managers is a tendency it behooves the merchandise broker to study and their success or failure will mean a great deal to the broker in the days to come. If they prove successful the broker will probably be able to draw some valuable conclusions from their activities and their methods.

Likewise the branch offices or the district managers of these big consolidations would do well to study the broker's method, because these branch offices and district managers are in fact practically the same thing as a brokerage organization handling several lines, related or not related. Really the only difference between a big brokerage organization and the branch office of one of these big consolidations is that the branch office is owned and controlled from certain headquarters and the broker owns and controls his own business.

Mr. Deute's article dwells with considerable force and insight upon some of the outstanding difficulties of the brokerage profession. I am inclined to agree with Mr. Deute that the most outstanding of all difficulties is the keen analysis required for a broker to determine the amount of time and effort he can put on any particular line. If a broker should put one-half of all of his time on an account that nets him but $200 a month he pictures himself as a $400 a month man.

I think Mr. Deute's case of the $100 per month account deserving but twenty minutes a day from a brokerage concern having a $2,400 a month expense account while true in a certain sense does not prove the case against all small accounts. Most $100 per month accounts will be handled by one salesman and one stenographer representing perhaps one-third of the personnel of such an organization. Mathematically this would mean that one hour instead of twenty minutes a day could be profitably spent by one-third of the organization.

Thinking brokers are continually attempting to analyze and correct some of the evils of their profession. My own organization has analyzed critically its leading accounts over a period of years, but it is difficult to draw a true picture because it is almost impossible to determine with any degree of accuracy the exact amount of time put on a certain account by the administrative, sales, stenographic and bookkeeping departments.

At the request of a certain group of food brokers which includes representation of practically every market in the United States, I recently sent out a series of questionnaires attempting to discover:

1. The relation of the average broker's total expense to his total income.
2. The relation of the expense on so-called "specialty accounts" to the gross income therefrom.
3. The relation of the expense on staple goods accounts to the gross income therefrom.

Of the brokers answering not a few replied that they kept no accurate record of expense and income. Practically none was able to differentiate between the cost of handling accounts requiring a great deal of planning and of knowledge

from accounts requiring little of these elements of a broker's "capital."

I am inclined to think the broker's profession is akin to that of the lawyer or the doctor who, in a general way, "sizes up" a client or patient giving the time and attention he feels the case will deserve.

This is far from satisfactory to most of us who, while in a way we consider our work a profession, on the other hand we know it to be a business.

"National Shelter Group" Appointments

Hale Printup, for the last nine years with the national advertising department of the Chicago *Tribune*, has been appointed to take charge of the Chicago office of the National Shelter Group Color Service, operated by Walter C. McMillan, Inc., New York. W. Frederick Willcox, formerly Western manager, will join the New York sales staff of this organization.

M. P. Driscoll, formerly business manager of the *Western Architect*, Chicago, has also joined the Chicago office of the National Shelter Group. H. M. Chamberlin has joined the Eastern sales staff. He was formerly with the Chicago *Tribune* and, more recently, with the New York *American*.

Allen-A Company Advances A. S. Thayer

Arthur S. Thayer has been made manager of all selling activities, wholesale and retail, in the Eastern States for the Allen-A Company, Kenosha, Wis., hosiery and underwear manufacturer. He was formerly manager of the Allen-A Fifth Avenue retail store, New York.

Greene Line Steamers Appoint Keelor & Stites

The Greene Line Steamers, Cincinnati, Ohio River passenger and freight line, has appointed The Keelor & Stites Company, Cincinnati advertising agency, as advertising counsel. Middle West newspapers and direct mail will be used.

F. A. Nealon Joins Packard Electric Company

F. A. Nealon, formerly production manager and art director of The Joseph C. Bowman Company, Cleveland, has joined the sales staff of the Packard Electric Company, Warren, Ohio.

Lithographers Re-Elect

THE present officers of the Lithographers' National Association were re-elected at the annual meeting of that association held at French Lick Springs, Ind., last week. These officers are: President, E. E. Strauss, of the Courier-Journal Job Print, Louisville; vice-president, George R. Meyercord, of the Meyercord Company, Chicago, and treasurer, Ernest S. Lloyd, Zabel Bros. Company, Philadelphia. Maurice Saunders continues as secretary of the association.

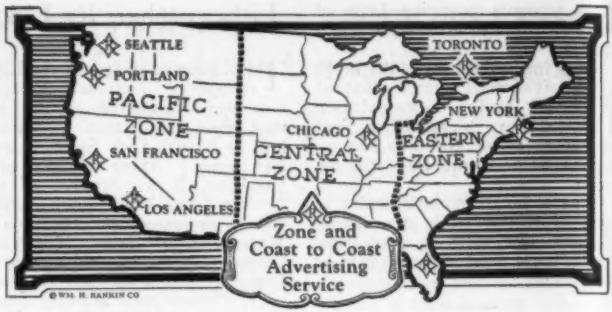
By popular vote it was decided to continue into its third year the advertising campaign of the association. The educational feature of this advertising was stressed and the advertising committee reported that, through a survey, it has learned that this campaign has taken hold and has directly influenced users and buyers of lithography. The advertising committee will remain the same as last year. This committee includes: C. G. Munro, chairman, William Ottmann, H. H. Platt, Carl R. Schmidt, Earl H. Macoy, and Trowbridge Marston.

This committee made a report of the activities of the association for last year. The results of advertising were outlined in chart form by Vance Chamberlin and C. L. Eshleman, of the Griswold-Eshleman Company, Cleveland advertising agency, which directs the association's advertising. They also discussed plans for the new campaign. This campaign will use color inserts in advertising journals and direct mail.

The members sessions of the meeting were held on June 12, 13 and 14. These sessions were preceded by a directors' meeting on June 11 and were followed by a golf tournament held on June 15.

Harry T. Worthington Advanced by Ditto, Inc.

Harry T. Worthington, for the last eight years in charge of the Baltimore office of Ditto, Inc., has been appointed advertising manager, with headquarters at Chicago.



IN the selection of an advertising agency the factors normally weighed are reputation, ability, experience and personality.

The assumption is that advertising goes out into the open to stand or fall and that the tastes and habits of the American people are universal.

Therefore, advertising that will sell the citizens of San Jose, Cal., will sell the citizens of Troy, New York.

There have been some rude awakenings. Modern advertisers, finding their product first in one region, second in another, fifth in another, eighth in another, are beginning to have some doubts. The accepted rule doesn't seem to be running according to Hoyle.

* * *

THE downright truth is that in many instances the advertising set-up is trailing the sales set-up.

It is our fixed opinion that modern business and the cost of advertising require that an advertising agency have three complete, highly trained organizations in the three key zones of this country—eastern, mid-western and the Pacific Coast.

This means that in our judgment an advertising agency with but one office cannot have the grasp on a sales and advertising program that a closely-knit but widespread advertising organization has.

Nor is this just theory. Nor an appeal to logic solely. We have worked under both systems and know the better from experience.

* * *

WE discarded the "single office" plan eleven years ago.

Since than we have built up strong and well-rounded

independent units of our organization in New York and Chicago and, twelve years ago, affiliated ourselves with one of the oldest and most efficient Coast advertising agencies, the Honig-Cooper Company, with headquarters in San Francisco and local offices in Los Angeles, Portland and Seattle.

Through a system smoothly developed during the past twelve years, there is an interchange of opinion and service on all our accounts that is highly valuable to the advertiser.

A well-regulated flow of "at the source" information is in constant circulation. Intimate knowledge of local conditions and local buying tendencies opens up opportunities and closes up pitfalls that a "single office" agency might never see.

* * *

BY the same token, strong local contacts are created for a manufacturer's representative or sales manager. Each of these organizations has local influence with important buyers. Many advertisers whom we serve have learned the dollar-and-cent value of these influences. And, in consequence, put a high premium on it.

We shall be glad to tell any interested advertiser how our zone advertising service has worked to the great advantage of our customers. Address our nearest office.

IF YOUR business is national in scope—or is pointing that way—why not look into this "Coast to Coast" Rankin service? See if it offers more than you are getting. There is no obligation. No commitment. One of the Executives of this Company will call at your convenience! To any interested advertiser, we shall be glad to send—

1 The outstanding magazine advertising campaign of 1927 in colors.
Copy of an address by Wm. H. Rankin "How much distribution should a manufacturer have before commencing magazine advertising."

2 The story of a newspaper and Radio Broadcasting campaign that has produced unusual results because of the merchandising idea behind it.

3 Our booklet "Radio Broadcasting: Does it Pay?"

4 "The Value of Analysis," a booklet by H. A. Groth, Vice-President in charge of our Chicago unit and head of our Merchandising and Trade Research Department.

5 A presentation of the resources and services of the 4 divisions of our company—Eastern, Central, Coast and Canadian.

WM. H. RANKIN COMPANY Advertising

Established 1899

342 Madison Avenue, New York City, *Murray Hill 9300*
Tribune Tower, Chicago, Ill., *Superior 6600*
San Francisco: 74 Montgomery St.
Los Angeles, 407 Petroleum Securities Bldg.
Portland, Oregon - Seattle, Wash.
Toronto, Canada

Charter Member of the American Association of Advertising Agents
Member National Outdoor Advertising Bureau
Charter Member Audit Bureau of Circulation

Unusual Agreement Worked Out by Booksellers and Literary Guild

Compromise Plan Developed to End Conflict Which Has Been Waging Since the Guild's Inception

WHEN The Literary Guild of America, Inc., was formed, about a year ago, it met from the first with antagonism from a sizable proportion of the retail book trade, seconded by a number of the leading publishers. Despite this antagonism, the Guild, backed by heavy advertising in periodicals, newspapers and by direct mail, has grown to a membership which is reported reliably to be more than 48,000 and has had the co-operation of a number of publishers. In addition, a number of memberships have been sold by retail bookstores.

The retail booksellers have taken exception to certain statements used in the Guild's advertising which they felt reflected on conditions in the book trade. They believed that this advertising was giving consumers the impression that the bookstore was an antiquated distribution channel which was forced to charge high prices for books, although books could be sold successfully at much cheaper prices if more efficient methods were used. They also felt that too great emphasis was being placed in the Guild's advertising on the cut-price feature and pointed out that whereas the Guild was selling only one book and that in large quantities, the retail bookseller and the publisher were selling many books in varying quantities and offering services which the Guild was unable to offer.

The Guild, on the other hand, stuck firmly to its guns. In fact, as the membership grew the Guild advertising began to put even more emphasis upon some of the features which the booksellers and certain publishers found to be the most offensive.

The condition was not pleasant for the bookseller, the publisher or the Guild. Therefore, negotiations were started recently between the Board of Trade of the American Booksellers Association and the Guild, with the idea of working out some kind of compromise whereby, in the future, the parties concerned would not be working at cross-purposes. The result of those negotiations is embodied in a letter sent on June 6 by Harold K. Guinzberg, president, The Literary Guild of America, Inc., to the booksellers' Board of Trade. This letter says, in part:

It is the intention of the Literary Guild to word all of its sales copy in such a way as to pursue its own ends with the minimum friction with other established sales agencies. The Guild believes that the observance of the spirit of this document is of prime importance and that some details will have to be discussed later, but specifically, and as evidence of its intention, the Guild agrees to the following:

(1) The Guild will not in any of its advertising make disparaging references to the existing book distributing agencies.

(2) There will be no half price references in any Guild advertising.

(3) There will be no direct comparisons to the price of any individual books.

(4) The Guild will emphasize the fact that it is not selling single books, and that any economy effected through the Guild method is only possible on a subscription.

(5) The Guild will run a statement in all of its advertising to the effect that subscriptions may be placed through bookstores.

(6) The Guild will pay 25 per cent on all new annual subscriptions received from booksellers and 21½ per cent on all renewals therefor as long as the subscriber remains a member of the Guild and the bookseller an authorized agent, whether such renewals come in through the bookseller or directly to the Guild.

The general principles set forth here on the subject of Guild advertising shall also include all circular material, but it is understood that the Guild will be allowed more latitude in its mail material than in its display advertising, since the intention is primarily to avoid any misleading impression which might be obtained from headlines or captions or excerpts.

If at any time in the opinion of the Board of Trade of the American Booksellers Association the Guild advertising or circularization should be considered contrary to the spirit of this agreement, the booksellers shall be free to call the matter to the attention of the Guild, and in the case of a disagree-

ment the matter shall be decided by a committee consisting of one representative of the Booksellers Association, one representative of the Guild, and a publisher chosen by those two; or in the event of their failure to agree on a publisher, The American Arbitration Association shall be requested to name three members, one of whom shall be an advertising man, one a retailer, and one a wholesaler or manufacturer.

The Guild agrees that in the future it will write into all of its contracts made with publishers a clause giving the publisher the right, in the event that the Guild shall fail to abide by the decision of the Arbitration Committee agreed upon above, to cancel its contract with the Guild for forthcoming books, not already in course of manufacture, refunding to the Guild, of course, any payments theretofore received on account thereof.

If it is agreed that these provisions repeat the specifications arrived at by the sub-committee and that they are acceptable to the booksellers represented by the Board of Trade, the Guild will at once consider them operative and will change all of its material, in conflict with the terms of this letter, as rapidly as it can possibly do so.

It is too early to predict the results of the plan outlined in Mr. Guinzberg's letter. It is quite obvious that both sides have made compromises and certain leaders in the book trade express some doubt as to whether the plan will work out successfully. Others, however, are optimistic of its success and believe that a disagreeable situation has been corrected.

Warren Kelly, Inc., Adds to Staff

J. J. McNevin and N. H. Freeman have joined the staff of Warren Kelly, Inc., New York advertising agency. Mr. McNevin recently was with the New York *American*. Mr. Freeman was recently sales manager of the James Stropper Company.

New Aviation Magazine Started

The American Aviator: Airplanes and Airports, New York, is a new semi-technical monthly magazine devoted to aviation. Walter Whitely Hubbard, formerly a photographer with the United States Signal Corps, is editor.

J. D. Galbraith Appointed by California Papers

J. D. Galbraith has been appointed Chicago representative of the Los Angeles *Examiner* and the San Francisco *Examiner*. He was recently manager of the automobile department of the Chicago *Herald and Examiner*.

A Request from the Congressional Library

The Library of Congress, Washington, D. C., would appreciate receiving the following back issues of PRINTERS' INK to complete its files: Vol. 137, No. 1, October 7, 1926 and Vol. 138, Nos. 2 and 3, January 13 and 20, 1927.

As these numbers are out of print, the Library of Congress would like to receive these copies from readers who may wish to give them to the Library. Copies should be addressed to the Librarian of Congress, periodical division, Washington, D. C.

J. W. Desbecker, Advertising Manager, Eberhard Faber

John W. Desbecker has been appointed advertising manager of Eberhard Faber, Brooklyn, N. Y., Eberhard Faber, lead pencils, erasers, etc. He was at one time copy chief of the Sonora Phonograph Company, Inc., New York, and, later, advertising promotion manager of the New York *American*.

Realty Concern Appoints C. M. Parent

C. M. Parent has been appointed director of advertising and publicity of the S. H. Kleinman Realty Company, Cleveland. He was formerly director of advertising and sales promotion for the Howard chain of furniture stores in the East and Middle West.

M. W. Mears with Chappelow Agency

M. W. Mears has joined the Chappelow Advertising Company, Inc., St. Louis, as an account executive. He was, until recently, with Brockland & Moore, Inc., St. Louis advertising agency.

Death of D. T. Borchers

David T. Borchers, for the last four years advertising manager of the Billings-Chapin Company, Cleveland, manufacturer of Bilchaco paints, etc., died recently. He formerly was with the advertising department of The Joseph & Feiss Company, Cleveland.

T. W. Farrell Resigns from Irving V. Koch

Thomas W. Farrell has resigned as vice-president of Irving V. Koch, Chicago, advertising. He plans to start a publishers' representative business of his own at that city.

E. V. Syrcher Made Director of Howe Scale Company

E. V. Syrcher, sales promotion manager of the Howe Scale Company, Rutland, Vt., has been elected a member of the board of directors.

How a Business Paper Wo



Authority in Its Industry

"Copies Brought Here For Your Perusal"

"GENTLEMEN," said the chairman, "we are fortunate to be affiliated with the steel business and especially with this particular company. Steelmaking is a basic industry. We all can take pride in our share of its great achievements, particularly in the direction of reducing costs of production. Nevertheless, our earnings on the actual investment in our business are only 5.4 per cent. This constitutes a challenge to our management.

"Fortunately, we are in possession of a thoroughly fundamental analysis of our problem as a result of the comprehensive investigation of earnings of steel companies and other industrial organizations, published in IRON TRADE REVIEW, March 22, March 29 and April 5, copies of which I have brought here for your perusal."

The incident recounted above shows how IRON TRADE REVIEW is used by many of the country's leading corporation executives because of the fundamentally practical character of its editorial service. Throughout the length and breadth of the great metalworking industries of America, IRON TRADE REVIEW is looked to for guidance in the solution of those problems which confront every business executive from the small proprietor to the corporation chairman.

Awakening executives in all phases of the metalworking industry to the dangers which necessarily must follow inadequate attention to their business profits, is but one of the many services which have made IRON TRADE REVIEW a great leader among American business publications.

IRON TRADE
REVIEW
A Penton Publication

nton Building Cleveland, Ohio

The Penton Press—Printers of newspapers, business papers, national magazines, books, catalogs, etc.

ue, Audit Bureau of Circulations, Associated Business Papers, Inc., National Publishers Association

Accomplishments of the Agency Association

A Review of the Current Work of the American Association of Advertising Agencies

By John Benson

President, American Association of Advertising Agencies

[EDITORIAL NOTE: At a meeting recently held at New York City by the New York Council of the American Association of Advertising Agencies, John Benson, who, a short time ago, became permanent president of the national organization, made an address that represented a detailed report on all of the current work of the association. Inasmuch as the work of this association is of prime importance to both advertisers and advertising mediums as well as advertising agents, PRINTERS' INK is printing below the greater portion of Mr. Benson's report.]

IN an association like ours, it is difficult to keep the members informed of what is going on, to say nothing about enthusing them. They are scattered all over this country. Relatively few come in contact with headquarters. Bulletins are a meager substitute. Those who sit on the board or serve as national officers have a different impression; they see what is being done and how it is being done. They take part in it. If there were some way of transmitting what they know and feel to the rank and file, it would greatly stimulate morale. How to do that has always been a problem.

Perhaps a good plan would be to have some member of the board talk to each council and briefly recount what occurred at the last board meeting. The highlights could be touched upon and a colorful picture made of the varied functioning of our association. It is with that idea in view that I am talking to the New York council. Some of you are quite familiar with anything I may say. You were at the last board meeting. But many of you were not, and to such I would like to give a brief account of what happened. I can do so best perhaps by dwelling on the work of each committee whose activity is important just now. Let me begin with research.

I do not have to remind you what has been accomplished to date. The important studies of Dr. Daniel Starch in magazine circulation, its buying power and duplication, and the survey of New York newspapers, speak for themselves. Valuable facts have been dug up and furnished to our members. And not only have facts been found; a sound method of survey has been established.

The research committee is now studying the farm field in the same thorough manner in which the magazine field was surveyed. It will be some months before results can be published. We are very much tempted to extend our newspaper studies. There is a crying need for more reliable data. Such as exist are produced mostly by publishers themselves, and however honestly and carefully done, will never be accepted as scientific or non-partisan. We must do this work ourselves. It would be a great benefit, not only to ourselves and our clients, but to publishers also, many of whom realize how little they get out of their own studies of circulation, buying power, etc. Competitors attack them as being one-sided; even local merchants discount the returns.

A considerable amount of money is thus being expended to little or no purpose. It is an item of cost in the sale and production of national advertising. We could save much of it and produce figures everybody would accept as authoritative, if we could find a way of financing it. Perhaps the newspapers could do so for us; they would be money ahead.

The board authorized your officers to negotiate with a few publishers along this line—sound them

out; if there is a real demand for such service and a willingness to pay for it, we might undertake a few jobs and see what happens. Then, as the work grew, we could add to our staff at headquarters, and gradually develop a national field. The service to advertising would be incalculable. Newspaper placing would be simplified. Much waste could be saved.

In this connection we have thought some of defining trading areas, to parallel newspaper circulation. We have examined such studies made by others. We have discussed the matter with some of our own research people. We have talked it over with experts in the Department of Commerce; and we have come to the conclusion that it is not practicable at present, that the results would hardly justify the effort. So we have deferred that matter. Newspaper circulation at present seems to be a pretty fair guide to trading area limits; it naturally reaches out into highways and byways tributary to its publication center. There are exceptions of course, and various kinds of merchandise are differently affected; but on the whole perhaps you can safely follow that trail.

Getting local information about industries, population, institutions, living standards, nationalities, wholesale and retail outlets, is something different. We need that very much, and have a mind to get it. Much of it may be included in the Distribution Census now being agitated at Washington. We should get squarely behind that census, let the authorities know that we want it. Every advertising man in the country should make his will felt on this subject; let Washington know how important it is to advertising and to business economy to have a nation-wide knowledge of selling outlets locally arranged. Some of our research people in New York are studying this matter and we expect to have from them specifications of what is most needed in the way of information. The Distribution Census may be a leading topic at our convention next fall. We must express ourselves about it.

The International Association Research Body, of which Walter Strong is chairman, has already appointed a sub-committee, in charge of one of our members, to study this question and contact with the authorities.

The finance committee has been a useful institution, during the last few years. It has done much to improve accounting, collections, financing and profit among our members. They are in much better condition than they used to be, thanks of course to a few years of prosperity, but also, I firmly believe, to a more businesslike conduct of their affairs. Many have been the expressions of appreciation. It is a pleasure to serve them.

A FLY IN THE OINTMENT

The only fly in the ointment is the fact that 25 per cent of our members do not send in statements. Why this is so I do not know. I feel sure that there is no sound reason. No member should hesitate about it. Statements are confidential, even when identified by name. Only the finance committee sees them. If a member has a good statement, it helps the general average of credit standing to include it in our showing, and if the statement is a poor one, it needs our help and should have it quickly. I think if members realized how much it means to an association to have solidarity in everything it does, they would respond 100 per cent to any reasonable call. Having all the financial statements of our members once a year would add immensely to the value of our work and to the confidence publishers feel in our protection of credits.

No industry today can afford to go along without knowing its own costs. And it is peculiarly the function of the trade association to get them. Of course we must do something first about standardizing cost accounting, so that figures would be parallel. This need not mean that every agency should have the same accounting system,

What shall w buyer's market to

How can we make advertising sufficiently productive?

IN this year of 1928 we stand upon the threshold of a Buyer's Market—which according to the most reliable data, barring war and catastrophes of nature, for all practical purposes, will be permanent.

Progressive management in all fields is becoming acutely and increasingly aware of this fact—and of the need for revising advertising policy and merchandising practice to meet the situation.

A fundamental change in BUSINESS THINKING is

There is a way to solve th

Most of the readers of Printers' Ink are familiar with the evolution of that marketing influence which is called National Advertising.

We also have observed the growth of that selling technic called Modern Merchandising.

We know the part that these giant servants of progressive management have come to play in the development of industrial markets and of individual business enterprise.

Familiarity with and understanding of these twin tools of sales promotion is universally regarded as a primary requisite for executive achievement. Men who really know National Advertising and Modern Merchandising are the leaders, the up-and-coming men of business.

But now there has come into existence, and into the theatre of business practice, a new and fundamental set of principles having to do with sales of commodities and services, a knowledge of which is even more vi-

The Associated Business P

we do in this 1928 to promote sales?

How can we make merchandising truly efficient?

evidently necessary to meet a fundamental change in BUSINESS CONDITIONS.

What is the nature of this change? What has happened? What can be done about it? These are the questions that business men are asking everywhere.

With this announcement The A. B. P. is taking the first step towards placing in the hands of American business men facts which will enable the thinking executive in each line of business to find the right answer for himself.

roblem of a buyer's market

tally necessary for the business executive who seeks leadership for himself, dominance for his enterprise and prosperity for his industry.

This set of principles developed over a period of many years of scientific and educational research—based upon the work of one of America's great educational institutions—is already being applied in solving many of the most vital problems of business. It adds a third mighty force to national advertising and modern merchandising as factors in the material progress and prosperity of the nation.

In succeeding advertisements in this series, this new set of principles will be made understandable and available for the use of business executives, of advertisers and of agents.

ABP

ers Inc., 52 VANDERBILT AVENUE, New York

but some uniformity in determining the three major divisions of cost and profit.

We have been negotiating with a committee of the American Institute of Accountants of this city to make some studies for us and recommend a standard classification, if that is possible; there was quite some disposition to help us, but finally their board decided that this was a problem a little beyond their function. This I regret, as their authority in the accounting field would have helped establish standards.

Now, we shall have to rely on our own resources. The task is quite feasible if our members will co-operate, both by making slight adjustments in their own methods and by giving us their figures, of course anonymously or in confidence. Headquarters would then be able to work out some very interesting averages for the enlightenment of all and for the future protection of our franchise. The best accounting minds in our business stand ready to do this work if you want it and will make it possible.

Sometimes a little thing goes a long way, and this is true of much of the routine work of committees. They sometimes do not appear to do much, but they are ever vigilant in your protection and no opportunity to help out an undesired situation is missed when it presents itself. Take, for instance, the magazine committee. Our relations with magazines are so cordial and satisfactory that a contact hardly seems needed, and still it is. R. P. Clayberger discovers, for instance, that certain magazines require payment days before checking copies are available. His own agency has had trouble about it. He takes it up quietly with publishers and the trouble is being corrected. A little thing, you might say, but how helpful. The sum total of these minor facilitations of agency operation with publishers is a big thing in the course of time.

Another unobtrusive committee which is doing yeoman service is the committee on systems and forms. During past years it has had a distinguished record, in devising and putting into effect the standard order blank and publisher contract. That was an epochal achievement which does not and cannot happen often. The present committee is working along the same lines, in developing a standard publisher invoice which will do away with all the various sized and various constructed invoices which agencies struggle with today. Steady progress is being made; it is not only a question of devising a standard form, but also, what is more difficult, getting the publishers to adopt it. Think of the facility this will give to our accounting with publishers. Not spectacular at all, but a very substantial benefit.

The same thing can be said of the mechanical production committee. Only its accomplishments hardly come under the head of minor. They are indeed major. The work Joseph M. Farrell and his committee has done in co-operation with the American Institute of Graphic Arts, the A. N. A. and other bodies, to bring about the standardization of color printing in the magazines, is immensely helpful to advertisers, publishers and agents, whether members or not. Think of the confusion there has been in the past, and how color page after color page has been spoiled on which money and skill had been lavished. No progress could have been made without some mediating leader like Farrell to bring all parties into accord. It has taken patience and persistence on his part. At his instance, one magazine after another has adopted the standard colors, and one agency after another has agreed to co-operate. The time will soon come when there will be no deviation by anybody, and we shall have printing and ink conditions the same for all. There is very little noise about it. And still we all know what heroic stuff this is—what it means to our business and to our ability to serve clients.

As head of the magazine committee, Mr. Clayberger has been appointed to represent us on the

advisory committee of the Better Business Bureau. Edward L. Greene, of the National Better Business Bureau, has felt for a long time that he needed more authoritative backing in his struggle to make advertising more reliable and advertisers less destructive of its influence, and that an advisory committee composed of representatives from the leading publishing and advertising bodies would create confidence in the Bureau's censorship policies and also guide it in a conservative way. We were quite instrumental in building up that committee and shall take a keen interest in what it accomplishes.

Only about 5 per cent of the 4,000 cases annually handled by the Bureau are fraud or require police action; 95 per cent cover cases of insincere or misleading copy or mutually destructive claims of competing advertisers. Much good is being accomplished by bringing these warring elements together around the same table and talking it out. In this way, whole industries have organized their own standards of value and of truth—standards from which individual concerns do not care to deviate in their advertising. This is splendid work and deserves our full support. We hope to give it.

The export department is without a committee head at present. But the work itself has not been lagging; on the contrary, it is now in process of considerable expansion. Your board has authorized the spending of more for additional publication and other data in foreign parts. The list of 4,000 publications of which we have information on file, are being increased to 8,000, or fully half of all foreign publications in the field. This will enable the department to give our members quicker service than has been possible hitherto. In so many cases it has been necessary to write abroad for information asked for, and not in our files. That has been a drawback in our service to members, which we hope in future to avoid.

We were also authorized by the board to spend $3,000 in traveling a man in South America, particularly in the Argentine, to study conditions there, publications, trade channels, purchasing power, business customs, etc. That is of course a very inadequate amount for covering South America; it is our idea to cover the Argentine thoroughly and the rest of the countries only superficially; Argentine furnishes half the entire South American trade with this country, and surveying that country will make an important start. It will require about three months, I am told.

Whether we will pursue this course further in future, by sending out men to survey other countries in South America, the Far East and possibly Europe, will depend upon what we get out of the Argentine job. We want to do anything that is practicable and within our means to help our members deal with the export problem and help American export hold its own.

WORK OF THE NEWSPAPER COMMITTEE

The newspaper committee is and always has been one of major importance. Its usefulness has been of course impaired during the last five years of Federal Trade attack. We did not know just where we stood and had to curtail activities of the most innocent and constructive nature, to avoid prejudicing our case. But we have not been idle. Mr. Ewald, the chairman, has been doing some effective work in facilitating newspaper relations.

If the association did nothing but support this one committee, it would justify itself and any dues which are being paid. Fortunate indeed are we to have a man of Ewald's influence and sagacity at the helm.

Things are happening in our outdoor relations which need the guidance of men like Gilbert Kinney and George C. Sherman. They are ever on the job. There has been a proposal to readjust relations of agents and the outdoor bureau to the outdoor medium and reduce the bureau to the role of checking service only: that may be a good thing for us in the end, but it is

COMMON INDUSTRIAL MARKETING

No wonder this news made the front pages!

THE other day newspaper readers were surprised to read a front-page coal story that was very different from the type of coal story that has monopolized the news in recent years.

It was the announcement of a new operating policy by one of the biggest bituminous producers, The Consolidation Coal Company. The essence of its new policy is: "Wage reductions are not our solution; we must close inefficient mines and stop unprofitable production; our output must be adjusted to consumption capacity."

The Consolidation, unsolicited, publishes its announcement as a paid advertisement in the June issue of *Coal Age*. A subscriber thus becomes an advertiser for the moment, with nothing to gain except the same satisfaction as *Coal Age* editors in helping coal producers help themselves out of economic difficulties.

McGRAW-HILL

New York Chicago Cleveland St. Louis

AND ADVERTISING PROBLEMS

No. 28 of a series of advertisements conceived to help the advertising profession make more effective use of Industrial Advertising.

TWO years ago *Coal Age* published an editorial, "No More Panaceas." For sound reasoning and power to influence, it was adjudged by Associated Business Papers, Inc., the best business journal editorial of the year.

This and succeeding editorials epitomized the problems of the bituminous mining industry and pointed the way out. In substance these editorials said, "Blind selling and price cutting should stop; production should be tuned to the market's ability to consume; volume should be displaced by profitable production."

It is nothing new for a McGraw-Hill reader to be a McGraw-Hill advertiser. The reader makes an effective advertiser because he has the "feel" of the paper and knows first hand its influence on his fellow readers. We encourage advertisers to read regularly the McGraw-Hill publications on their schedule.

PUBLICATIONS

Philadelphia San Francisco London

too radical a move to leave to chance. We are taking the position of watchful waiting. Our outdoor interests and those of our clients will have vigilant protection.

I can only refer briefly to the radio committee, in charge of Thomas F. Logan. It has been active in establishing and maintaining helpful relations between advertising agents and the broadcasting companies, in guiding our members in their pioneer efforts with this new medium of advertising. There is immense interest in broadcasting among our members. Some of them are establishing radio departments. Where there is enough radio business in an agency to warrant it, this should be done; but it is not necessary at all. Smaller agencies are doing fine work themselves without employing experts. The medium is so new that nobody knows much about it and anyone with a showman's instinct and a working knowledge of broadcasting technique can do good work. The crying need of course is for originality in ideas and form, and this is something else again; a rare gift in any line of advertising, not at all confined to the experts.

My advice would be to all members to tackle this new medium themselves with their own talent rather than avoid it or farm it out either to the advertiser or some specialist or so-called specialist who can do no better if as good work. The 15 per cent commission will be fully earned; it is a lot of work and hard work. No agency can afford to do it for less than 15 per cent, and do it right. It would be unfortunate indeed if brokerage should develop in this field; it would hurt the medium and it would menace our franchise. Any splitting of commissions would be an offense against advertising.

At the last board meeting we were authorized to join the U. S. Chamber of Commerce. We do not care merely to support it or be a member. We have joined with the purpose of being active and useful to the Chamber, to ourselves, and to business. This may be another channel through which we can operate to advantage in serving advertising and all related interests. Advertising and publishing should be represented in this great body of business and economic opinion. And there is no reason why we should not be active in it. There are many problems of business, handled by the Chamber, which concern advertising and selling. Take the subject of domestic distribution. We should have a hand in shaping policies of the Chamber and of the Government in this division. Through the Chamber we can maintain a close and intimate contact with the Department of Commerce and other Governmental bodies in Washington and have some authoritative channel for expressing our opinion.

On the Federal Trade Commission case let me give you briefly the status of that case. As you know, it has been dragging along for upward of five years, at considerable expense and bother to ourselves and to the newspaper publishers. It has eaten into our treasury and handicapped our operations. It has been a constant worry to your officers. We shall all breathe a sigh of relief when it is over; and there now seems to be a prospect of an end.

We are now seeking an opportunity to talk to Mr. Humphrey and his counsel in an informal way, along the following lines: to call vividly and tersely to their attention what the Commission is really accomplishing or failing to accomplish in this case; how many years it has been dragging along to little or no purpose; at heavy expense to the Government and ourselves; how the Commission has been put in the position of fighting for less than 1 per cent of the advertising and publishing business against 99 per cent; how the Commission is being put in the position of approving the dishonest practice of rebating and of discrimination in rates. If that body was established to improve trade practice and protect legitimate business, how does it carry out that function by so negative a proceeding?

Twenty Points to Consider in Selecting a Distribution Policy

The Relative Importance of Each One of These Points Must Be Decided Before This Measuring Stick May Be Used with Real Accuracy

By J. G. Pollard, Jr.

Harvard Graduate School of Business Administration

MARKETING practices are complex and often seem to conflict. At the Harvard Business School we have a case of a manufacturer of industrial rubber hose who discontinued a few years ago all direct selling and distributed his products to the industrial market entirely through mill supply firms; each of his seventeen competitors, he said, sold at least part of their output directly to users. This manufacturer met with great success. When is it advisable to sell direct and when is it best to use intermediaries? Or in other words, what is the best channel of distribution for the various classes of products? This is one of the many questions which we are studying.

From the few cases bearing on this subject which we have already gathered I have found that the following factors affect the choice of the channel of distribution—that is, whether a company should sell direct, use agents or representatives, or sell through dealers or supply firms.

They are:

1. Volume of sales.
2. Average size of order.
3. Frequency of order.
4. Regularity of demand.
5. Frequency of repeat sales without solicitation.
6. Technical knowledge required either in:
   - Making the sale.
   - Installing the product.
   - Demonstrating the use of a product.
7. Repair service.
8. Newness of product on the market.
9. Degree of standardization for all uses.
10. Rapidity of changes in design.
11. Relative necessity of product.
12. Relative awareness of value of product.
13. Weight of product relative to price.
14. Degree to which product can be sold by advertising.
15. Need of promptness in delivery.
16. Density of the market with respect to plants.
17. Need of personal acquaintanceship with buyers.
18. The type of persons influencing purchases.
19. Attitude of users of product.
20. Attitude of distributors.

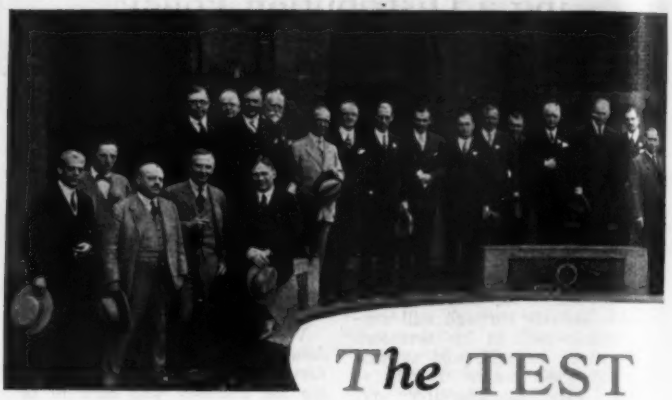
We should like to have enough data to show the influence of these factors. A technique of measuring the influence will have to be developed before the determination of the correct channel of distribution can be made on an accurate scientific basis.

In order to formulate principles of business it is necessary to have records of actual experiences, or cases, as we call them. These cases are of specific value to business men because there are many common problems in the operation of business units. Each case is not unto itself.

An illustration of the practical worth of cases is afforded by two records I secured this winter. Briefly, the Glen Tool Company, a fictitious name which I gave to the case, manufactured heavy duty, portable electric tools to be used for production purposes. The sales volume of these heavy duty tools fluctuated widely with the ups and downs of business conditions. In order to smooth out the sales curve the company introduced a line of light duty electric tools to be sold chiefly for intermittent use to automobile repair shops and factory maintenance departments. As anticipated, the purchases in the intermittent market showed less variation than purchases of heavy duty tools for production use.

Within a week after securing this case I went to a manufacturer of installation machinery, the unit prices of which varied from $1,000

Portion of an address delivered last week at the convention of the National Industrial Advertisers Association.



The TEST *Superlative*

IN this field, spinners of yarns advertise their product to knitters and weavers within the industry. In other words, textile men advertise to textile men.

What paper do these expert judges choose? Here is an acid test. How does Textile World weather it?

Take cotton yarns for instance. Textile World carries the advertising of mills making 62% of the yarn that is sold to other mills (on a spindlage basis).



A representative group of textile men gathered together between sessions of a convention.

—You have it in the Textile Industry

These manufacturers know from experience that Textile World offers the direct route to the buying power of the great basic industry it serves. It is safe to follow their leadership.

Textile World

Largest net paid circulation and at the highest subscription price in the textile field

334 FOURTH AVE., NEW YORK

ABC ABP

The Pacific Coast Era *is developing* Specialty Manufacturers

WHAT is the answer to lack of profits in the basic industries of the country in 1927? "We need more specialties—finished products which can be identified and advertised," is the advice which runs through the annual reports of concerns making bulk commodities.

In the unfolding of America's third great manufacturing region —the era of the Pacific Coast—manufacturers are following to a great extent Mr. Hoover's creed, "Specialize". For many, distance from market has been a blessing in disguise.

Today dozens of Pacific Coast-made specialties have become leaders in the markets of the country . . a man's hat manufacturer in Seattle invades the Middle West with his retail stores; the largest swimming suit manufacturer in the world is at Portland; Caterpillar tractors, made at Oakland, are tilling the soil and doing work throughout the world; a man's shirt and cravat maker at Los Angeles follows the trail of Hollywood style everywhere.

Distribution has played a vital part in the development of advertisers on the Pacific Coast. We count many of the most successful as our clients, serving them with on-the-ground facilities through three complete offices.

BOTSFORD-CONSTANTINE COMPANY, *Established 1906*
SAN FRANCISCO ♦ PORTLAND ♦ SEATTLE
Member of the American Association of Advertising Agencies

to $5,000. This company also was desirous of decreasing its variations in sales. During a period of nine years, its business in the best quarter of the year was ten times greater than its business in the poorest quarter. With the hope of decreasing these extreme fluctuations, a line of heavy duty drills and grinders was introduced, the same type of tool made by the Glen Tool Company. It was especially desired to have a product which the equipment salesmen could sell during periods of small demand for installation machinery.

A SEPARATE SALES FORCE

Unfortunately, however, after a year or more of experiment it was found that the same men could not sell to advantage installation equipment and portable tools. A separate sales force had to be established. And even more unfortunately, the company has found up to the present time that the demand for heavy duty drills and grinders varies in time and intensity with the demand for its installation equipment. The anticipated advantage of decreasing fluctuations in sales was not realized. Had this company but known the experience of the Glen Tool Company with its heavy duty tools, very likely there would have been a different story to tell.

Another case which is highly suggestive is the Erwin Leather Products Company, selling directly to 10,000 customers. The company's chief product is leather belting. In December, 1927, the sales manager made an analysis and discovered that of its 10,000 customers, 6,600 purchased less than $100 of products annually; 1,400 customers from $100 to $300, and the remaining 2,000 customers over $300. This last group, comprising 20 per cent of the accounts, purchased 90 per cent of the direct sales. The manufacturer was able to bring about significant economies by discontinuing direct selling to practically all of the 8,000 customers, who purchased less than $300 worth annually. No serious loss in sales was experienced because most of these customers began buying Erwin products through distributors.

In its advertising, however, the company did not exercise so much business acumen. Its advertising was directed primarily against competing belting manufacturers. The market for leather was not expanding to any appreciable degree because of the growing use of electric motors and chain drives. Manufacturers of these products were stressing in their advertising this type of power transmission and incidentally referring to their own makes of equipment. They were emphasizing primary buying motives whereas the Erwin Leather Products Company was appealing chiefly to selective motives. This company, therefore, had been losing sales opportunities by attempting to stimulate industrial users to buy their belting in preference to other belting rather than directing their efforts against competing types of power transmission which had been gaining a larger share of the market.

Nash Motors Appoints A. C. Peters

A. C. Peters, who recently resigned as sales and advertising manager of the Packard Motors Export Corporation, New York, has become export sales promotion manager of The Nash Motors Company, Kenosha, Wis. He had been with the Packard organization for thirteen years, the last three of which he had been in charge of all foreign sales and advertising.

New Account for Frank B. White Agency

The Colonial Estates, a summer resort property and poultry farm project operated by the Sunset Terrace Resort Company, Grand Rapids, Mich., has appointed the Frank B. White Company, Chicago advertising agency, to direct its advertising account. Farm and poultry magazines, newspapers and direct mail will be used.

R. A. Rawson, General Sales Manager, Moon Motor

R. A. Rawson, recently assistant general sales manager of the Moon Motor Car Company, St. Louis, has been made general sales manager. He formerly was sales manager of the Elcar Motor Company, Elkhart, Ind., and, at one time, was with the Stutz Motor Car Company of America, Indianapolis.

Art Techniques for Portraiture

Supplying New and Unusual Atmosphere When Pictures of People Are to Be Featured in a Campaign

By W. Livingston Larned

WHERE the illustration of an advertisement is to feature a single head, the portrait of a person, the need is emphasized for arriving at unconventional art techniques, and it would appear from recent examples in both newspapers and magazines that artists have uncovered a wealth of interesting procedure.

Not all advertisers may know the variety obtainable and the extraordinarily versatile resources which are at their disposal in this field. Many merely realize that "heads of people" can become monotonous, in a series, if the same identical style of drawing is used without any change.



FIGURE 1

It is my purpose, in writing this article, to describe some of the more significant techniques for portraiture, and to set forth the methods of obtaining them. For at least a year, halftones from photographs have been the popular vogue and used almost to the exclusion of all other mediums of illustration. Advertisers who heretofore have never turned to the camera for character study now join the majority rule and pose models for the purpose. That advertising, particularly in newspapers, should soon wish to intersperse other techniques with the photograph is inevitable, and there are new schools of portraiture.

It should be pointed out that by using a camera study as the base several intensely interesting and unconventional techniques are available. The artist works over a photographic print, adding or subtracting, in order to bring about his result.

In this department of advertising portraiture, equally serviceable in periodicals and newspapers, the following ideas are being used, and are secured at small cost:

1. The photograph of a head is covered with a fine spray of Chinese white, which cuts down its original strength by more than 50 per cent. The mere ghost of the copy shows through as a guide for the artist. He now works over the ghost original with pencil or crayon. Such portraits can be unusually artistic, sketchy, and a relief from the sameness of camera technique as customarily seen in current advertising.

2. Face only, in halftone without retouching, while coat, collar, tie, hat and other incidentals are rendered in sketch crayon or in outline pen and ink. The effect is pleasing. Combination plates are necessary.

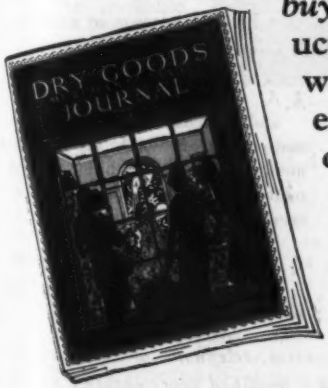
3. The artist uses black and white, working over the photograph. He strengthens the shadows and provides added contrast in the case of the highlights. In this manner, the number of intermediate tones is reduced appreciably, and a poster technique achieved which is of special service for newspaper reproduction.

4. The familiar device of making a rather coarse screen halftone from a portrait, having it proofed on a good quality of glazed paper stock, and then painting in shrewdly placed white, with paint. Shadows may also be strengthened. Now an engraving is made direct from the retouched proof, enlarged. The engraving, this

Your Printed Message

is not "reaching" your customers and prospects unless they read it.

If you sell our field and are interested in the subject of getting your messages most thoroughly read by the *real buyers* of your product, we know you will find a conference with one of our representatives decidedly to your advantage.



DRY GOODS Merchants Trade JOURNAL

Has on its paid subscription list more individual department, general and dry goods stores than any other dry goods paper

Member A. B. C.

181 Madison Avenue *New York* | *DES MOINES IOWA* | 1800 Mallers Bldg. *Chicago*

Photo - Offset

Unusual Growth Proves Its Worth

Such firms as:

American Can Co.
Aetna Casualty & Surety Co.
General Electric Co.
Radio Corp. of America
Union Carbide & Chemical Co.
American Tel. & Tel. Co.
Curtis Publishing Co.
General Motors Corp.
Vacuum Oil Co.
Westinghouse Electric & Mfg. Co.

and many others equally well known have found it worth while. They have assured themselves of dependable service, uniform quality and intelligent cooperation by entrusting their requirements of over $1,000,000 a year to the National Process Company. A Representative of this Company is a helpful advisor in explaining the uses of photo-offset, because he is backed by:—

1. **15 years' experience in photo-offset and kindred reproduction processes.**

2. **An organization of 200 trained men and women. Profit sharing, bonus and welfare plans have reduced labor turnover to a minimum, eliminating the danger of inferior work by inexperienced employees.**

3. **A complete service, creative and mechanical. Sales promotion, layout and art departments; an up-to-date bindery; and metropolitan fast truck delivery service.**

4. **The most modern machinery, maintained and improved with all the new developments.**

When you have an unusual problem, telephone or write to our Mr. P. R. Fiske. He will send a qualified representative to talk with you if you are within the radius served by any of our offices,—or otherwise will do his best to help by correspondence. If it works out that photo-offset is not the process best suited to your requirements we will be glad to advise, if you wish, where you can obtain whatever you really need.

THE NATIONAL PROCESS COMPANY, Inc.

218-230 West 40th Street, New York

TELEPHONE PENNSYLVANIA 4600

time, is in line, preferably, on copper, because the enlarging process leaves the halftone screen coarse enough for such manipulation. These portraits are distinctive in technique, they do not lose their camera atmosphere, and print well on even the poorest stock.

5. The expedient of silhouetting a head, photographically made, and then introducing shadows, in black or any tone of gray. If the head is a profile, then the features may be pantographed and the likeness preserved, even in the silhouette.

6. Ingenious retouching, by which the original photograph is transformed into a vastly simplified picture, with practically all of the medium tones deleted. The artist paints the face out in white, except for eyes, nose and mouth. Some singularly striking and unusual techniques are thus obtained.



FIGURE 2

In techniques other than those which incorporate the use of camera collaboration, the range is almost without limit, and during the last year an extraordinary amount of inventive intelligence and genius has been applied for use in all mediums where individuality of art is desired as a relief from the sameness of "straight halftones" from photographs.

Some of these heads are so marked in their innovations of handling that they attract wide attention, as in the case of the current series for Pinaud's Eau de Quinine and Lilac. An illustration from one of the Pinaud advertisements is reproduced in Figure 1.

Photographic realism is combined with poster handling in a wholly new mood and the public notices such radical departures. An entire advertising campaign can become characterful and distinctive due to the technique of these portraits.

The drawings start with particularly careful and detailed pencil sketches made from living models. It would be impossible to secure such illustrations in any other way. Now planes of black are painted in, the heads, as a rule, so composed and lighted that mass shading is permissible. There are, indeed, but two mediums, black and, here and there, just a little gray. The plates are halftones, if used in magazines, and the screen cuts down the dead black sufficiently to increase the charm of the medium.

Absolute simplicity is their secret. The blacks are unusually brilliant and scintillant, due to the fact that they are always in juxtaposition to white. And the fact that they are placed against white paper, in turn, increases the charm of the technique. Backgrounds would detract from them immeasurably.

The same process is followed where there are head-on front views. The features are emphasized in black, with all else white paper. But in order thus to simplify his technique, the artist must start with an absolutely perfect pencil sketch, in which he has with great care outlined all shadows and highlights.

The result is much as if a model had posed staring into the strongest of lights, and it is best to have a model and the staged lighting while the illustration is being made. It is a technique which can't be "faked up."

Heads of the type shown in Figure 2, taken from a Listerine ad-

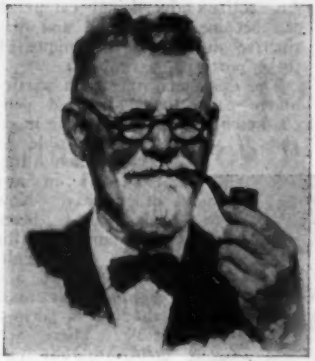


FIGURE 4

vertisement, are secured by using grease crayon, charcoal or even very soft pencil. These pigments are rubbed and, in places, a little clear wash may be used. This particular head is an exquisite example. It is, in fact, one of the best portraits in the Listerine campaign.

A number of other portrait methods follow and the manner in which they are drawn:

7. An adaptation of the Pinaud idea, with added features of refinement and detail, as used alike on good or on poor paper stock. Many newspaper advertisers are employing this technique with great success. A model poses and a photograph is taken under correct lighting conditions. Contrast is sought even in the camera study. This photograph is either traced off on drawing paper or pantographed. Every effort is made to preserve the details and the accuracy of the print. Clear wash is used with minimum intermediate tones. Highlights are white and when the engraving is made they are cut out on the plate, or a highlight halftone is arrived at, which is preferable. In the best examples, there are seldom more than three tones; black, and perhaps two shades of gray. The delineation of features is done crisply, sharply. Soft vignettes are avoided. Summed up, the technique supplies camera realism, coupled with an artistic rendering. At least 50 per cent of the original photograph is done away with.

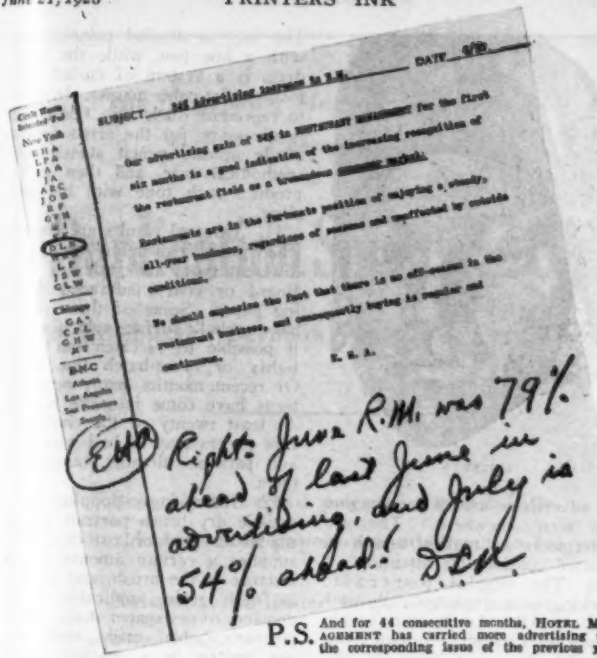


FIGURE 3

B. Altman & Company have obtained photographic realism and accuracy by the best possible draftsmanship, plus the poster sense in the portrait reproduced in Figure 3. Actually, this is a wash drawing, simplified and made compelling through the manipulation of contrasting shadows and lights. This is an impressive example of the importance of the elimination of unnecessary detail.

8. A line drawing is made over a silverprint from a carefully posed model. This can be executed full shade, with intricate detail and many delicate lines of shading, or in poster black, or in a happy combination of both. The variety of techniques is almost without limit. This plan is popular just now because there is a marked trend to realism in all portraiture. They must be "real people," genuine types, at once recognizable as such.

9. Seriously painted heads from living models. The artist is as conscientious as if executing a salon canvas. He takes his time at it. There are frequent sittings. This is particularly desirable when the campaign calls for exceptionally well-done character faces. The long-used series for Prince Albert, Figure 4, is a case in point. The artist goes in search of real people whose faces tell stories and suggest professions. The people who live in Prince Al-



P.S. And for 44 consecutive months, HOTEL MANAGEMENT has carried more advertising than the corresponding issue of the previous year.

An inquiry will obligate us—not you

AHRENS PUBLISHING COMPANY, INC.

Member of ABP, ABC, NPA

NEW YORK
40 E. 49th St.

CHICAGO
222 W. Adams St.





FIGURE 5

bert advertising are all persons you have "seen somewhere." They are masterpieces of realism and have attracted considerable attention.

10. The stippled portrait. Working over a methodically outlined pencil sketch, preferably from a photograph or drawn from a model, the artist "dots in" the detail, the lights and shadows. It is laborious and requires a vast amount of skill, but the results are always fascinating. People invariably wonder how it's done. Sometimes a halftone screen is run over such drawings, where the paper stock on which they are to be printed is good. A stipple portrait retains all of the subtle variations of tone of the camera original. When the stipple is coarse, these drawings are practical for newspaper use.

The illustration in Figure 5 was clipped from a Mulkey's Salt advertisement and is an excellent example of what a clever artist can do. It is a pen drawing in two separate and distinct techniques. The face is stippled painstakingly with a fine pen, while the headdress is a system of curled lines to form flat color masses. In order to reproduce such skin textures it is necessary for the artist first to shade up his pencil sketch with methodical care, and then to reproduce each tone with his stippling.

11. Unusual results are secured when working over any one of fifty different types and styles of Ross Board or coarse surfaced drawing paper. Some of these papers have a chalk surface which makes it possible to "scratch out" high lights, or cross-hatch line work. Of recent months, many new patterns have come into the market. At least twenty of the chalk-surface papers may be had with tints and patterns already stamped on them.

12. Increasingly popular is the artistic dry brush portrait usually made on surfaced stock, which supplies a certain amount of resistance to the brush, and supplies an open grain, applicable to the demands of newspaper stock. Such portraits, when made with care, are artistic to a marked degree and lend tone to an advertisement.



FIGURE 6

13. The skeletonized portrait. Entire head drawn in the most delicate of pen outlines, with no shading and no solid blacks. A background of Ben Day or of gray wash often gives it an added measure of attraction.

14. The effect of an etching secured by the use of dry brush and very fine line pen and ink, as in the Notox illustration, Figure 6. The drawing is made on a light gray paper, or the tone "blown" in with an air brush or the engraver can be instructed to halftone the entire illustration.

There are numerous other mediums but these are the dominant techniques.

"The Newspaper Map of Pittsburgh Has Changed."

Duplication Squeezed Out

of Pittsburgh Afternoon Newspaper Circulations

Recently the retail price of the two Pittsburgh Afternoon papers was advanced to 3c.

Naturally, duplicated home circulation was squeezed out.

Now less than ever is Pittsburgh a "One Paper town."

Now there are *TWO* great unduplicated afternoon newspaper markets in Pittsburgh.

One of them is the

SUN TELEGRAPH

"Nothing Succeeds Like Circulation."

What Organized Advertising Plans to Talk About at Detroit

Twenty-three Departments of International Advertising Association to Discuss Special Phases of Advertising—General Sessions to Be Devoted to Advertising in Its Broader Aspects

THE approaching convention, from July 8 to 12, of the International Advertising Association promises to be one of more than usual interest to its members. It will be the first convention held under the "Detroit" plan, so called because the plan is based on a program of recommendations submitted at the convention at Denver last year by the Adcraft Club of Detroit and adopted. At that time the Adcraft Club volunteered to try out a new convention financing plan as a test of its practicability.

An outstanding feature of the convention will be the advertising exhibit for which 350 booths have been allotted. To date, the number of booths contracted for has gone over the 300 mark. The proceeds from the sale of these booths is an important part of the plan for making the convention self-financing.

Program arrangements for the convention are about completed. The program of the general sessions has been prepared under the chairmanship of Verne Burnett, secretary of the advertising committee of the General Motors Corporation. His committee of twenty-eight members includes representatives of the various group departmentals, nineteen of which have announced programs for their group meetings.

The convention will officially get under way on the morning of July 9 when the opening session will be called to order by C. K. Woodbridge, president of the association and of the Kelvinator Corporation. R. H. Grant, vice-president and general sales manager, Chevrolet Motor Company, will be the first speaker. He has chosen for his topic "The Relation Between the Advertiser and the Advertising Agency."

"Great Industries That Advertising Has Built" will be the subject of the next speaker, P. H. Gadsden, vice-president of the United Gas & Improvement Company, Philadelphia. The place of advertising in business and the advertising club movement will be reviewed by Francis H. Sisson, treasurer of the association and vice-president of the Guaranty Trust Company, New York.

At the morning session on July 10, Charles S. Kettering, director of the General Motors Research Laboratories, will acquaint the delegates with an engineer's viewpoint of advertising. Other speakers at this session and their subjects will be: E. St. Elmo Lewis, "The Changing Job in the Advertising Department"; Dr. Frank W. Surface, assistant director in charge of Domestic Commerce, "What the Census of Distribution Means to Advertising," and Dr. Hollis Godfrey, president, Engineering-Economics Foundation, Boston, "Advertising in a Buyer's Market."

The evening session on July 10, for which arrangements have not been completed, will be broadcast over the radio.

AN INTERNATIONAL SESSION

Advertising in its international aspect will be presented to the delegates at the morning session on July 11. H. S. H. Ellis, publicity manager, Imperial Chemical Industries, and chairman of the Publicity Club of London, will talk on "What Advertising Is Doing in the Development of British Industry." Etienne Damour, president, Union Continentale de la Publicité, Paris, will tell "How Europe Views Advertising and the Advertising Club Movement," while Dr. Marcel Knecht, of *Le Matin*, Paris, will review present trends in advertising in France. "Hopping Off to Grater Achievements in Advertising," will be dis-

cussed by Harry H. Culver, president of the California Real Estate Association.

Delegates are scheduled to arrive in Detroit on Sunday, July 8, when they will be the guests of George G. Booth, chairman of the board of The Booth Publishing Company, on a visit to his estate at Cranbrook. On the afternoon of July 12 they will be the guests of the Ford Motor Company.

In contrast to previous conventions, during which the meeting places of the various sessions were scattered over distances of several blocks, all the general and special sessions of the forthcoming convention will be held under one roof. This year the convention, including the advertising exhibition, will take place in Detroit's Masonic Temple. General sessions will be held in the auditorium, with departmental sessions in various rooms of the building.

The departmental programs include a meeting sponsored by members of the American Association of Advertising Agencies which will be open to all advertising agency representatives for a round-table discussion of agency problems. The Associated Business Papers, together with the National Industrial Advertisers Association, will sponsor a joint session.

Nineteen affiliated groups have issued programs for their group meetings. These associations whose programs follow, are:

Advertising Specialty Association; Agricultural Publishers Association; American Community Advertising Association; Associated Retail Advertisers; Church Advertising Department; Direct Mail Advertising Association; Directory and Reference Media Department; Financial Advertisers Association; International Association of Newspaper Advertising Executives; Outdoor Advertising Association of America; Public Utilities Advertising Association; Real Estate Advertisers Association; Theater Advertising Publishers Association; Window Display Advertising Association; Federation of Women's Advertising Clubs; National Association of Teachers of Marketing and Advertising; Magazine Group; Broadcast Advertising Group; Manufacturers Premium Advertising Association.

Public Utilities Advertising Association

July 9, afternoon: Presiding, B. J. Mullaney, vice-president, Peoples Gas Co., Chicago; President's Report, D. M. Mackie; "Budgeting and Accounting," a round-table discussion led by selected speakers; "Reaction from the Broadcasting Field," F. A. Arnold, National Broadcasting Co.; "Direct Mail Opportunities for Public Utilities," Homer J. Buckley, Buckley Dement Co., Chicago; "Advertising Approach to Gas House Heating," round-table discussion.

This session will close with a symposium on: "Are Advertising Costs in Line?"

July 10, afternoon: Presiding, William H. Hodge, vice-president, Byllesby Eng. & Mgmt. Corp., Chicago, who will talk on contact with stockholders; "Trends in Merchandise Advertising," round-table discussion; "Report of Better Copy Committee," I. M. Tuteur, vice-president, McJunkin Advertising Co., Chicago.

Awards to the winners of the national better copy contest will be made by Mr. Mackie. Round-table discussions will be held on publicity practices and new ideas in business and railway advertising.

Window Display Advertising Association

July 9, afternoon: "Importance to the National Advertiser of Window Display Advertising," C. C. Agate, managing director, of the association, New York; "The Merchant Point of View," Arthur Freeman, Einson-Freeman Co., Inc., New York; "Dramatizing the Big Sales Idea of a Product in Window Display," Frank G. Ebner, manager, druggists' advertising department, Parke, Davis & Co., Detroit.

July 10, afternoon: "Traveling Displays," Dan Hines, manager, display division, Stewart-Warner Speedometer Corporation, Chicago; "The Merchandising Service of the Lithographer," Carroll H. Sudler, Chicago representative of the Ketterlinus Lithographic Mfg. Co.; "Window Display Installation, Its Value and Opportunity," S. Fisher, president, Fisher Display Service, Chicago.

International Association of Newspaper Advertising Executives

July 9, afternoon: "How Newspapers Can Profit by Co-operating with the Retailer," Trent D. Sickles, manager, Retail Merchants Association of Columbus, Ohio; "How to Sell Gravure Advertising," W. G. Woodward, sales manager, Gravure Service Corporation, New York; "What Is the Newspaper's Responsibility to the Manufacturer Whose Advertising It Carries," S. E. Conybeare, advertising manager, Armstrong Cork Company, Linoleum Division, Lancaster, Pa.

July 10, afternoon: "The Newspapers Place in the Sun," William H. Rankin,

president, Wm. H. Rankin Co., New York; "Department Store Merchandising," Arthur Freeman, Einson-Freeman Co., Inc., New York; "Why Should We Call National Newspaper Advertising by Any Other Name?", W. F. Durno, chairman, censorship committee, Chicago *Daily News;* "A New and Profitable Plan for Developing Real Estate Advertising," N. A. Ring, president, N. A. Ring Co., Chicago.

July 11, afternoon: "Three Views of the Newspaper as a Source for Market Information," Prof. N. W. Barnes, director, Bureau of Research and Education, I. A. A.; "How to Fix the Promotion Budget and How to Use It," Carlisle N. Greig, promotion manager, Cleveland *Plain Dealer;* "I Am the Customer," Prof. Ida Kruse McFarlane, University of Denver.

National Association of Teachers of Marketing and Advertising

July 9, afternoon: Presiding, Neil H. Borden, associate professor of advertising, Harvard University.

"Making Advertising More Effective through Better Co-operation with the Marketing Program," Walter C. Weidler, professor of marketing and acting dean of the College of Commerce, Ohio State University, Columbus, Ohio; "Making Advertising More Effective through Better Advertising Technique," Edward H. Gardner, professor of advertising, University of Wisconsin and account executive, J. Walter Thompson Company, Chicago; "Making Advertising More Effective through Better Teaching in the Colleges," W. F. G. Thacher, professor of advertising, University of Oregon, Eugene, Oreg.

July 10, afternoon: Presiding, N. W. Barnes, professor of advertising, University of Chicago and director of the Bureau of Research and Education, International Advertising Association.

"The Role of Research in Making Advertising More Effective," Dr. Paul T. Cherington, director of research, J. Walter Thompson Co., New York; "Current Developments in the Technique of Advertising Research," A. Heath Onthank, director of research, George Harrison Phelps, Inc., Detroit; "How Research by the Newspapers Can Make Advertising More Effective," L. M. Barton, advertising manager, Chicago *Daily News;* "Community Advertising Research," Don E. Mowry, secretary-treasurer, American Community Advertising Association.

Magazine Group

July 11, afternoon: Presiding, Earle L. Townsend, *The Spur*, New York; "Why Magazines?" William H. Rankin, president, Wm. H. Rankin Company; "The Editorial Pro and the Advertising Con," Harford Powell, Jr., editor, *Youth's Companion;* "How Magazines Help the South," George W. Hopkins, president, Coral Gables Sales Corporation, Coral Gables, Fla.; "A Few Observations," Merle Thorpe, editor, *Nation's Business*, Washington.

This meeting will close with a general discussion led by Robert L. Johnson, advertising manager, *Time*, New York.

Broadcast Advertising Group

July 10, afternoon: Presiding, Lee H. Bristol, secretary and advertising manager, Bristol-Myers Co., New York; "Popular Reaction Throughout the Nation to Radio Broadcasting," Frank A. Arnold, director of development, National Broadcasting Co., New York; "Relation of Advertising Agency to Broadcast Advertising," Thomas Logan, president, Lord & Thomas and Logan, New York; "Experiences of National Advertiser Who Has Used Broadcast Advertising," Gordon Kingsbury, General Motors Corporation, Detroit.

"Experiences of Local Merchant with Local Broadcast Advertising," T. Harlow, Shepard Stores, Boston; "How Ownership of Local Radio Broadcasting Station Has Affected Our Newspapers," E. L. Tyson, Detroit *News*, and Edward H. Gardner, J. Walter Thompson Co., who will describe the use of radio advertising by the Cheek-Neal Coffee Company.

Theater Advertising Publishers Association

July 9, afternoon: Presiding, Emery Brugh, president; "Small Town Publishers' Difficulties in Securing National Business," D. R. Mills, president, Mills Advertising Company, Omaha; "Public's Reception of 'The Playgoer' in the Theater," Richard Cohn, president, "The Playgoer," Detroit.

Mr. Brugh, who is president of the C. W. Riley Advertising System, Chicago, will talk on "Transformation of Theater Programs Making the Ideal Advertising Medium in the Quality Market."

Church Advertising Department

July 9, afternoon: Presiding, Charles Stelzle, who will talk on "Principles of Church Advertising"; "Letters in Church Advertising," Homer J. Buckley, president, Buckley, Dement & Co., Chicago; "Broadcasting Religion," F. A. Arnold, National Broadcasting Co.

July 10, afternoon: "Responsibility of the Church in Advertising Religion," Dr. Davis C. Bayless, Denver; "The Minister's Executive Task," William H. Leach, editor-in-chief, *Church Management*, Cleveland.

American Community Advertising Association

July 10, afternoon: Presiding, H. B. Dickson, United Hotels of America, New York; president's address, Charles F. Hatfield, general manager, St. Louis Convention and Publicity Bureau; "Community and Industrial Development—Its Relation to Advertising," John A. Piquet, *Harpers Magazine*, New York; "Columbus, Ohio, Advertising Policy," Delmar G. Starkey, secretary, Columbus Advertising Club, and "How International Expositions Advertise Communities," David C. Collier, Chicago World's Fair Centennial Celebration; "Directory Media in Community Advertising," Col. H. H. Burdick, educational director, Association of North American Directory Publishers, Detroit; "The Community Advertiser, the Agencies, the Media," C. J. France,

New York *Times;* "National Advertising and Publicity—Successful Methods," Don E. Mowry, secretary of the association, Madison, Wis.

July 11, afternoon: "Detroit's Advertising Program," J. Lee Barrett, vice-president, Detroit Convention Bureau; "Community Publicity Through Aviation," J. Kennard Johnson, secretary, Chamber of Commerce, Binghamton, N. Y.; "Community Outdoor Tie-Up," Clarence B. Lovell, general manager, Outdoor Advertising Association of America, Chicago; "Specialties in Community Advertising," Reid Wilkin, The American Art Works, Coshocton, Ohio, and

"Hotels' Responsibility in Community Advertising," R. D. McFaddan, president, North Shore Hotel Association, Chicago; "Oklahoma and Her Advertising," W. B. Estes, secretary, Chamber of Commerce, State of Oklahoma, Oklahoma City; "New Developments in Canada," C. W. Stokes, assistant general publicity agent, Canadian Pacific Railway Company, Montreal.

ASSOCIATED RETAIL ADVERTISERS

July 9, afternoon: Presiding, Ralph Yonker, advertising manager, J. L. Hudson Company, Detroit; report of president, George B. Forristall, sales manager, Foley Brothers Dry Goods Company, Houston; report of secretary-treasurer, J. Milton Pandres, Tiche-Goettinger Co., Dallas.

"Economics and Advertising: the Functions of Retail Advertising in the Distribution Age," Ralph Borsodi; "Reaching Customers with a Merchandise Story Through Salespeople," Lois B. Hunter, advertising manager, Himelhock Brothers, Detroit; "Internal Promotion Work," H. Maurice Weiland, sales promotion director, Neusteter Co., Denver.

July 10, afternoon: Presiding, A. E. McElfresh, sales manager, Mandel Brothers, Chicago; "Policies of Modern Retail Advertising," Edwin R. Dibrell, vice-president in charge publicity, R. H. Macy Co., New York; "I Am the Customer," Prof. Ida Kruse McFarlane, University of Denver; "The Fashion Force at Work," Miss Catherine Casey, fashion staff, Standard Publishing Corp.

July 11, afternoon: Presiding, James R. Ozanne, advertising manager, Carson, Pirie & Scott Wholesale, Chicago.

One hour and forty minutes to be devoted to open forum and divisional groups for discussing comparative experiences in dealing with the essential factors which go to make up successful retail store promotion today. Entire program to rest on a summary of points indicated by retail advertising men and women in response to a pre-convention questionnaire.

DIRECT MAIL ADVERTISING ASSOCIATION

July 9, afternoon: Presiding, W. R. Ewald, Campbell-Ewald Company, Detroit; "Employees' House Organs in the Public Utilities Field," C. W. Hungerford, advertising manager, Michigan Bell Telephone Co., Detroit; "The Compilation of Mailing Lists," G. C. Buzby, manager, automobile trade lists of the Chilton Class Journal Company, Philadelphia, and "The Third Leg of the Stool," Harry Carroll, advertising manager, Hyatt Roller Bearing Co., Newark, N. J.

July 10, afternoon. Presiding, Joseph B. Mills, publicity director, J. L. Hudson Co., Detroit; "Co-ordinating Personal Selling with Sales Promotion," F. W. Bond, president, The F. W. Bond Co., Chicago; "Bad Air Is Bad Business," E. L. Triffitt, Brooke, Smith & French, Detroit; "Profit or Loss in Written Business Communications," Prof. Felix Held, Ohio State University, Columbus.

July 11, afternoon: Presiding, Frank L. Pierce, executive secretary; "How the Direct Mail Advertising Association Is Helping the Small Retailer," Claude M. Bolser, assistant advertising manager, Strathmore Paper Co., Mittineague, Mass.; "How Direct-Mail Advertising Helped Sell a Million Chevrolets in 1927," Jesse Blackburn, assistant sales promotion manager, Chevrolet Motor Co., Detroit; "How We Solved the Question of Competition by Direct Mail," Miss Neva Dell Ross, advertising manager, R. H. Barker Co., Pontiac, Mich.

OUTDOOR ADVERTISING ASSOCIATION

July 10, afternoon: Presiding, K. H. Fulton, president, General Outdoor Advertising Co., Inc., New York; "The Human Element in Advertising," Homer J. Buckley, Buckley, Dement & Co., Chicago; "Advertising and Its Critics," C. K. Woodbridge, president, I. A. A. and Kelvinator Corporation; "The Women's Viewpoint of Outdoor Advertising," Hazel Ludwig, president, Federation of Women's Advertising Clubs, St. Louis; "Outdoor Advertising and the Community," Don E. Mowry, secretary, American Community Advertising Association, Madison, Wis.; "Marketing the Nation's Products," E. Allen Frost, general counsel, outdoor association.

July 11, afternoon: Presiding, Leonard Dreyfus, president, United Advertising Corp., New York; "The Agency and the Medium," Henry T. Ewald, president, Campbell-Ewald Co., Detroit; "The Use of Outdoor Advertising by Financial Institutions," Frank Fuchs, advertising manager, First National Bank of St. Louis; "The Co-ordination of Media," E. B. Houseal, Detroit *News;* "Research as a Factor in Sales," S. N. Holliday, manager, copy department, General Outdoor Advertising Co., New York; "Poster Art of Today," Mark Seelen, art director, Chicago.

FINANCIAL ADVERTISERS ASSOCIATION

July 10, afternoon: "Analysis of the Financial Advertisers' Job," J. A. Price, advertising manager, Peoples Savings & Trust Co., Pittsburgh; "Determining Markets," C. W. Matheson, sales manager, Chrysler Corporation, Flint, Mich.; "Concentrating Sales and Advertising Efforts," Claire M. Jickling, manager, merchandising department, Evans-Winter-Hebb, Inc., Detroit; "Finding More Efficient Methods of Training Salesmen," Harry T. Bussmann, sales manager, Bussmann Manufacturing Co., St. Louis.

July 11, afternoon: "Finding Out

What *We* Mean by COLOR Photography

We mean a color print on paper.

It is a pigment process — resulting in a faithful reproduction of an object or composition.

You may judge it from a standpoint of color, texture, or both.

By this process we furnish you a COLOR PRINT on PAPER —(not a transparency on glass unless you so request)— and like a fine painting the critical points are definitely before you for your criticism or okay.

Your okay of a print insures a good reproduction because prints produced by our exclusive process are excellent copy for good engravers.

The practicability of the process is evidenced by this fact, viz.,—we are today—3 months after announcing the process — making "Color Prints on Paper" for 14 large national advertisers.

In line with our successful developments in color photography we have given corresponding attention to other branches of our complete service.

The Department of Creative Service—for which we have so long been known — has been materially strengthened, both in New York and Detroit, to the point of assuring every client of W. O. FLOING, INC. an even *greater* help in this important branch of advertising.

We appreciate keenly that color photography should never supplant good drawings or paintings, but like them it has a definite place in advertising illustrations.

So we strive conscientiously to give you a better and better service in the production or purchase of

Drawings and Paintings

whether in black and white or in colors. They are produced by us with a degree of sincerity and intelligence uncommon in most organizations.

•

Try Detroit—if you wish—and you will find a complete and efficient group of creative, layout and producing artists and, when necessary, capable of functioning as a separate unit in a most practical manner.

•

Try New York—and you will find a corresponding highly and intelligently trained organization with a keen knowledge and appreciation of the vast sources of supply in the Eastern market.

•

You can get Color Photography from either office. Furthermore—either office will function for you—practically and ECONOMICALLY.

•

There will be a comprehensive exhibit of our work at the International Advertising Exposition in Detroit, July 8-12. See it.

•

W. O. FLOING, Inc.

11 East 47th Street NEW YORK



General Motors Bldg. DETROIT



IT is with pleasure that we announce the associationship, in our New York Office, of Mr. Lawrence W. MacPherson, for many years in Charge of Advertising and Sales Promotion for The Economy Grocery Stores Corporation, Boston. ¶Operating, as we are, on behalf of our Advertisers, among the great Grocery Chains throughout America and among retailers of all types in every State, the addition of Mr. MacPherson to our organization assures even more complete and effective Service to our ever growing clientele.

THE *ADSEALIT CORPORATION
342 MADISON AVENUE
NEW YORK

CHICAGO **SAN FRANCISCO**

***Adsealit—a tried and proven advertising and merchandising medium for national and local advertisers who appreciate the necessity and value of reaching the consumer at the point of purchase. Used successfully by many large advertisers.**

Why Financial Advertising Fails," Kenneth M. Goode, New York; "Why We Are Using Radio," A. E. Bryson, vice-president, Halsey-Stuart Co., Chicago; "Looking at the Future Trend of Financial Advertising," Francis H. Sisson, vice-president, Guaranty Trust Co., New York; "What Publicity Men Think of Financing Methods," Joseph B. Mills, director of publicity, J. L. Hudson Company, Detroit, and "What Does Radio Offer the Financial Advertiser?", M. W. Aylesworth, president, National Broadcasting Co.

REAL ESTATE ADVERTISERS' ASSOCIATION

July 9, afternoon: "Some Suggestions on Real Estate Advertising from an Outsider," Paul T. Cherington, J. Walter Thompson Co.; "House Organs," Maxwell Smolens, vice-president, Albert Greenfield & Co., Philadelphia; "Building and Selling a City to the Nation," George W. Hopkins, president, Coral Gables Sales Corp., Coral Gables, Fla.

July 10, afternoon: "Planned Advertising," Ward C. Gifford, Kansas City, Mo.; "Correlating Personal Salesmanship and Advertising Efforts in Subdivision Selling," Brown Whatley, advertising manager, Telfair-Stockton Co., Jacksonville, Fla.; "Selling Modern Homes in a Modern Subdivision," Don Riddle, advertising counsel, River Oaks Corp., Houston.

Both sessions will be presided over by Arthur L. Livingston, Brooke, Smith and French, Inc., Detroit.

AGRICULTURAL PUBLISHERS ASSOCIATION

June 9, afternoon: "Research in the Farm Field," L. W. Lane, advertising director, Meredith Publications, Des Moines, followed by a talk by Prof. N. W. Barnes, director of research, I. A. A.

July 10, luncheon meeting: "Why Does a Farmer Farm?" C. V. Gregory, editor, *Prairie Farmer*, Chicago; "Why Do Farmers Read Farm Papers?" Kirk Fox, managing editor, *Successful Farming*, Des Moines; "What Is the Farm Appeal?" James Speed, editor, *Southern Agriculturist*, Nashville; "Can Farmers Buy?" F. N. Nichols, editor, Capper Farm Papers, Topeka, and "The Silver Lining to the Farm Cloud," William Johnson, editor, *Farm Life*, Spencer, Ind.

FEDERATION OF WOMEN'S ADVERTISING CLUBS OF THE WORLD

July 9, afternoon: Presiding, Miss Hazel Ludwig, president; Address of Welcome, Miss Edna Lynn, president, Women's Advertising Club of Detroit; Response, Mrs. Bernice Blackwood, woman member, executive committee, I. A. A.

"Building Advertising Appeal," Mrs. Erma Perham Proetz, Gardner Advertising Co., St. Louis; "Selling Members on the Value of Membership," Miss Helen M. Rockey, New York Edison Company; "Methods Employed in Raising Funds for Club Projects," Miss Florence M. Dart, president, Philadelphia Club of Advertising Women; "Attitude of Clubs Toward Participation in Community Affairs," Mrs. Josephine Clancey Wice, president, Los Angeles Advertising Association of Women; "Résumé of Individual Club Activities," Miss Helen Cornelius, vice-president, Federation of Women's Advertising Clubs.

ADVERTISING SPECIALTY ASSOCIATION

July 10, afternoon: Presiding, J. B. Carroll, president; "Specialties as Supplemental Advertising," F. H. Waggoner, editor, *The Novelty News*, New York; "How Chevrolet Dealers Use Specialties," John E. Grimm, advertising manager, Chevrolet Motor Car Co., Detroit; "German Novelty Advertising," Otto Wilhelm Wendt, Hamburg, Germany; "Tempting the Palate to Place Advertising Specialties," Amy R. Hyde, advertising manager, Union Bank of Chicago; "Distribution, the Important Factor in Using Advertising Specialties," Herbert H. Pier, sales manager, G. Felsenthal & Sons, Chicago.

DIRECTORY AND REFERENCE MEDIA DEPARTMENT

July 9, afternoon: Presiding, Col. H. H. Burdick, director of advertising, R. L. Polk & Co., Detroit, who also will talk on "What Constitutes Good Reference Advertising?"; "How the City Directory Can Aid Community Advertising," Don E. Mowry, Secretary American Community Advertising Association, Madison, Wis., and the following subjects for which acceptances have not been received:

"Reference Advertising for Financial Institutions," "Reducing the Amount of Diverted Sales," "The Relation of the City Directory to Real Estate Advertising," "Advertising to the Purchasing Agent."

MANUFACTURERS PREMIUM ADVERTISING ASSOCIATION

July 10, afternoon: Presiding, W. L. Sweet, Rumford Chemical Works, Providence, R. I., president; "The Premium Trade, by a National Advertiser Who Sells It," Edward Stevens, treasurer and Eastern sales manager, New Haven Clock Co., New Haven; "Premium Advertising as a Builder of Volume Business," L. I. Becker, secretary-treasurer, The D. & C. Co., Brooklyn, N. Y.; "Premium Advertising, Its Use by Publications," Paul Kuhn, promotion counselor, circulation department, Chicago *Tribune;* "What Price Premiums?" William F. Rode, premium buyer, Colgate & Co., Jersey City; "Premium Advertising, Twenty-five Years of Growth," F. H. Waggoner, editor, *The Novelty News*, New York.

Piston Ring Makers Adopt Standards of Trade Practice

At a recent meeting of manufacturers of piston rings, called at the suggestion of the National Better Business Bureau, standards of trade practice, applicable to advertising and selling, were adopted. The outstanding provision of the new standards provides that all claims for quality shall be accurate and provable by the advertisers and that technical claims shall be based upon tests by disinterested sources.

Buying Super-Salesmen at Bargain Prices

Age, Lack of Experience or Failure in Other Lines Does Not Prevent a Man from Becoming a Successful Salesman, This Sales Manager Discovered

By a Sales Manager

WHEN a sales organization is created, the common practice is to look only for experienced salesmen who have been long "in the game" and who apparently have little to learn. Those who adopt this method tell me that it is far too much trouble to break in a crew of amateurs who have little besides enthusiasm to recommend them.

A sales manager friend of mine who has been singularly successful, has created five different sales organizations in as many years. He is a restless gypsy, always on the move and specializes in doing this very thing. When the excitement is over and things are running smoothly, he seeks a new outlet for his excess of energy.

He invariably goes to other concerns, of a like kind, for his men. He makes financial inducements which lure professional salesmen away from their jobs. I do not approve of this practice. To me, it has always seemed highly unethical. Nor do I believe that such men prove trustworthy employees as a rule. They are birds of passage, always on the wing. Once you get them, it isn't easy to keep them.

Five months ago, I made an unusual experiment. I created a sales organization of thirty-two men and they were all amateurs. I bought talent at a low rate and then voluntarily raised the wage, as conditions permitted. And in five months, I have managed to do the apparently impossible in the matter of sales. Every known quota has been beaten by a liberal margin. We are making such progress as seldom comes to a young institution.

The vice-president of this concern came to see me when the company was started, and put every card on the table. The plant was small and the financial backing limited, as yet, but the product was one which experts predicted would sell rapidly if given a chance. We would be compelled, at the start, to build a sales department with very little money. But that sales department must cover a great deal of territory and accomplish real results. In brief, the men I found would be gamblers to the extent of believing in the house and waiting patiently for the big break.

The proposition interested me because after a brief examination of the product and its market I was positive the predictions would come true. Inevitably, with any luck at all, we could put it over. On the other hand, the salesmen for this particular product must be well educated, possess poise, and more than an ordinary amount of character.

JUNIORS RULED OUT

For two weeks, the problem seemed a stickler. I definitely decided that juniors would not serve my purpose. The salesmen would certainly have to be high-class types, although previous contact with the line was not necessary.

It was at this point that into my office strolled a gentleman of forty, gray at the temples, settled, dignified. There was the shadow of mental anxiety in his eyes. Obviously something had gone wrong.

Whereupon he confided his story. He was an Englishman and had been a successful architect in London for the better part of his life. With such money as he had saved up, which was considerable, he came to America, seeking fresh opportunities for his talents. He brought his wife with

Touring the World

Your sales story literally goes around the world when you put it in the AMERICAN EXPORTER. Europe, Asia, Africa, Central and South America, Australia and the islands of the Pacific—wherever there's a market, wherever there's a buyer of American goods in appreciable volume, there you will find a stopping place of the AMERICAN EXPORTER.

The AMERICAN EXPORTER can be your representative to call upon your best prospects in all the overseas markets—129 of them. You thus get your story as you want it to be told before the people you want to reach. You tell it every month all around the world and thus constantly follow up your prospects.

This one medium does it all for you with its English, Spanish, Portuguese and French editions. Foreign business men give close attention to its messages in both reading and advertising pages; it is, in fact, their chief source of information on international business and on American goods offered for export.

Is your message scheduled to tour the world?

AMERICAN EXPORTER

World's Largest Export Journal

370 SEVENTH AVENUE, NEW YORK

him. Then came the Florida boom. Investments were made. And lost. He now found himself practically penniless, compelled to start life over again, and the experience had left him without the heart to go back to his original profession. Did I have a job for him?

Could he sell? Yes, thought he could, although he never had tried it.

Right there my experiment began. I took on my first man at a bargain. Here was talent, brains, I could purchase at a low rate. I was as frank with him as he had been with me. What happened? We sent this gentleman into Ohio. For three weeks he floundered, while trying his wings. Then, very speedily, things began to pick up with him. He made friends instantly and those with whom he came in contact at once recognized that he was an exceptional character and a man of fine intelligence.

After all, selling is largely a matter of understanding other people, education, foresight, ambition and knowledge of life in general. The newcomer possessed these virtues in overflowing measure. Aside from the grim necessity of making good, he was in a position to bring his culture to bear. Situations did not alarm him. That poise of his stood him in excellent stead. He is with us as a department head now, where he is more valuable, and has regained some of the old courage.

Following this first experiment, I set out to find other men, who, for one reason or another, could be purchased at a low rate. Please do not misconstrue this as meaning that I thought of building a sales organization of has-beens, of failures, of men with unfortunate pasts, although this would not retard me from employing them, provided I liked their looks. I did seek, however, men of more than average intelligence and education. I was after men with mental background. Their age did not frighten me in the least. I was in no position to be overly fussy.

I inserted in several newspapers, for one thing, a methodically worded advertisement. It requested personal interviews with just the types I sought. You might easily say that I advertised for men who, for this or that good reason, were compelled to get a "second start." I was not a little amazed to find how many there were of this classification.

Take Mr. A for example. He was fifty-five, and for twenty of those years had occupied a high position with a New York financial institution. One of the partners absconded and things went to smash. Mr. A found himself, late in life, out in the world once more and with limited resources. Much of his own money had gone when the firm failed. His hair was white and he told me, with tears in his eyes, that nobody seemed to want him. There had been three months of intensive effort which brought nothing. Now he was almost desperate.

He wore his clothes perfectly and his English was beautiful to hear. No house was ever represented by a higher type. But he had never sold goods in his life.

LARGE ORDERS ONLY

Mr. A has scored impressively. One significant faculty was soon apparent: He went after the large orders, the big prospects. Never once was it his custom to bother with the small fry. His nerve, in this regard, was little short of startling. But then, it must be recalled that his past experiences were all keyed in this vein. He had dealt with big men, always, and he was too old to change his perspective. Sometimes he was rebuffed. In a fair and encouraging number of instances, he was successful. This unwillingness to be frightened by high executives was an inborn accomplishment, a natural trait. He felt he was every bit as good as they were. He talked to them in their own language.

I found one of my best men through meeting him as a collector for a department store. He had been assigned the thankless task of stirring up delinquent accounts and appeared in our outer offices



LETTERS THAT MAKE MONEY

A SINGLE mailing from a trust company to 1,000 people brought 180 answers and new business about as fast as they could handle it.

One letter sold $33,000.00 worth of kitchen cabinets to dealers at a sales cost of 2%.

One company sells $2,500,000.00 of clothing and specialties a year, largely thru letters.

A rug manufacturer added ten thousand outlets at a cost of $7.00 each, when personal selling cost $40.00 per dealer.

Well planned mailings will accomplish much and letters play the major role in many of these instances.

And now it is possible to give added halt-power to letters—to use pictures as well as words.

The illustrated letter is being used by those who plan direct mail matter to a greater extent than ever before. This solely because of its sales power and because, at last, a paper is available which is satisfactory in every way.

Until Two-Text was invented, there was no paper that exactly met the needs of the illustrated letter. Bond papers were not practical for fine screen color printing, nor were they sufficiently opaque. On the other hand, if coated papers were employed, they lost the "letter feel" which bond paper alone seems to give.

In Two-Text was combined for the first time a real bond paper for the typewritten message, with a coated surface inside, on which could be printed the finest screen halftones. It has the folding qualities of the best folding enamel—does not crack and is opaque.

If you are interested in better results from sales letters, let us send you the Handbook containing sample sheets all ready for the layout man's pencil and specimens of successful jobs. Standard Paper Manufacturing Company, Richmond, Va.

TWO-TEXT ILLUSTRATED LETTER PAPER

For the letter side a bond surface—for the illustrated side a coated surface.

type

If more advertisers realized the power of good typography, advertising would be more eagerly and easily read. We give the same care to the typographical style of a booklet or folder as to a fine book.

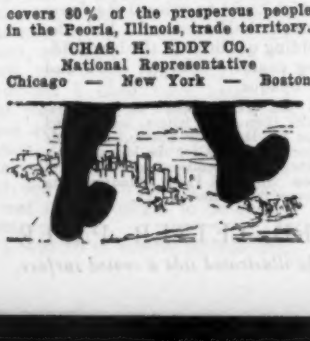
Currier Press

CURRIER & HARFORD · LTD
Selective Advertising
460 W. 34th St., New York · Longacre 7856



PEORIA
JOURNAL-TRANSCRIPT

covers 80% of the prosperous people in the Peoria, Illinois, trade territory.
CHAS. H. EDDY CO.
National Representative
Chicago — New York — Boston



one afternoon asking for a certain young clerk whose wife had been overstepping the grounds of common sense in her shopping tours. The moment I saw this individual, I knew he was out of his element. His shabby gentility carried a touch of the tragic. Here, also, was a man of fifty, at least. But his complexion was ruddy, his eyes bright, his shoulders squared against a world that had dealt him a heavy blow.

Through an inheritance, it had been unnecessary for him to go into trade. He owned an attractive home in upper Westchester and was considered "well off." Then his wife died. A month later, his son was killed in a train wreck in the South. And then, the culminating tragedy, a lawyer who had been entrusted with his financial affairs proved a traitor. Practically his entire estate went overboard.

Here was a courageous and singularly unbroken man who was possessed of every essential equipment for selling a high-grade proposition, with the single exception of past experience. And he duplicated the method of my other star. He had no use for little prospects, small orders. With him it was the jumbo outlook on life. This was inherent in him and went back through generations.

We now have a sales force made up, for the most part, of just such men as this. They are all doing well. It is interesting to deal with them and not always easy. They have certain convictions and ideas which are not to be changed. They are opinionated. I find that it is often necessary for me to allow them to follow their own, personal methods of arriving at a given result. Since they have never been brought up under the customary leash of selling, they quite naturally rebel at rituals and buck-up literature.

Mr. A, of whom I have spoken, startled us by appearing in the executive offices one day, accompanied by a man we had tried to interest for quite a while. He is a leader in his field and not easy to approach. But Mr. A

had so impressed him that he had consented to drop in and talk things over. No ordinary salesmen could possibly achieve any such amazing contact as this. We could scarcely believe it was true.

Results are what count. These men of ours are selling goods in an important way. In the meanwhile, we are represented by scholars, gentlemen of importance, dignified representatives. The tone of our business and of our solicitation has been elevated.

I am not advocating that others adopt my policy. I am merely setting down an interesting experiment which was made and which has been entirely successful. We have bought, in the open market, a type of salesman not to be found in other organizations. We are buying, at an exceedingly low rate, personal initiative second to none. These salesmen, when gathered in conclave, suggest a directors' meeting. They have brought constructive ideas to every department. They have outlined policies which are proving very precious.

It has been noticeably easy for these men to get in to see prospects, where salesmen with less poise and background might have been constantly thwarted. There is an absence of small orders and picayune contacts. Our progress has been remarkable because of the importance of those with whom we deal.

The world is filled with just such men as these, hungry for opportunities. They are likely to be a little difficult to find and somewhat embarrassed when first met. They demand encouragement. Early failure is likely to dishearten them. But once they do strike their stride, they make the best salesmen of all.

Incorporates as Heath-Seehof, Inc.

Jerome F. Seehof, formerly of Blackett & Sample, Inc., Chicago, has joined with Richard N. Heath, formerly president and general manager of the Square Deal Miller Services and, more recently, in business for himself at Chicago, in the formation of a Chicago advertising agency, known as Heath-Seehof, Inc. Mr. Heath is president. Mr. Seehof is secretary-treasurer.

On the Road to Puerto Rico

Large circulation and progressiveness on the part of the publications are the best guarantees for advertisers.

PUERTO RICO ILLUSTRADO
of
San Juan, P. R.

is the most modern magazine in Puerto Rico. It appeals to all classes, particularly the women, strongly and with sure results.

EL MUNDO
of
San Juan, P. R.

is the only up-to-date daily in Puerto Rico. As an advertising medium, it serves and satisfies hundreds of American manufacturers.

PUERTO RICO ILLUSTRADO
and
EL MUNDO

form a strong unit that insures the success of any advertising campaign.

For information, rates or sample copies, see any foreign advertising agency, or

Exclusive U. S. Representatives:

All-American Newspapers' Rep., Inc.

Graybar Building
New York City

Who Has "The Smoothest Shave on the Face of the Earth"?

REINCKE-ELLIS COMPANY
CHICAGO

Editor of PRINTERS' INK:

I wonder if you, or any of the readers of PRINTERS' INK, have ever seen or heard a slogan similar to this—"The Smoothest Shave on the Face of the Earth"?

This slogan was recorded by us in your Slogan Clearing House some time ago for use in connection with the Schick Repeating Razor.

We have not been able to find any past use of this slogan or one similar to it, and we would like to use it because it so well describes the shaving quality of the Schick razor and blades.

However, if you or the readers of PRINTERS' INK have any recollection of the employment of a similar slogan by any company selling or manufacturing any product directly or indirectly applied to the razor or shaving industry, we would very much appreciate hearing from you or from them.

REINCKE-ELLIS COMPANY,
WALLACE MEYER,
Vice-President.

SMOOTHNESS is one of the key talking points in razor advertising. It is the result that every shaver wants when he is through with a razor.

We thought, therefore, that there would be several slogans advertising razors with "Smooth" as the main theme. The slogan records revealed but one—"Smoother Faces." This was used to advertise the Gem safety razor and was registered in the Clearing House in September, 1919.

It is possible that some variation of the slogan Mr. Meyer questions is being used, or may have been featured some years ago. Do any of our readers recall such a slogan?—[*Ed.* PRINTERS' INK.

Match Account for Hicks Agency

The Union Match Company, Inc., New York, has placed its advertising account with the Hicks Advertising Agency, New York.

R. A. Fraser, formerly manager of foreign advertising of the Vancouver *Daily Sun*, Vancouver, B. C., has started an advertising business of his own at that city.

New Orleans Oversubscribes Advertising Fund

New Orleans has oversubscribed by one-third the quota of $300,000 which it set for its advertising fund. The total amount raised for the three years which the advertising is to run amounts to $403,543.

This money is to be used to explain the industrial and distributional advantages of the New Orleans zone. This advertising will also inform the public that its investments in the New Orleans section will be safe from floods and have every reasonable assurance of paying dividends as a result of the national interest that flood control is assuming in this section.

The committee appointed to handle these funds includes: William Pfaff, Searcy & Pfaff, chairman; C. S. Williams, Williams Lumber Company, vice-chairman; Jay C. Barnes, New Orleans Public Service; H. C. Berckes, Southern Pine Association; H. Van R. Chase, general manager of the New Orleans Association of Commerce; and

A. D. Danziger, attorney; Fred W. Ellsworth, Hibernia Bank & Trust Company; Cartwright Eustis, Eustis & Jones; Charles W. Hamilton, Merchants Coffee Company; James L. Hiera, Mortgage Securities Company; Mayer Israel, Mayer Israel Company; A. M. Lockett, A. M. Lockett & Company; D. D. Moore, State Realty Company; Sidney W. Souers, Canal Bank & Trust Company; T. Semmes Walmsley, commissioner of finance, and J. F. Wigginton, Louisiana Red Cypress Company.

A. L. Carmical with New York "Telegram"

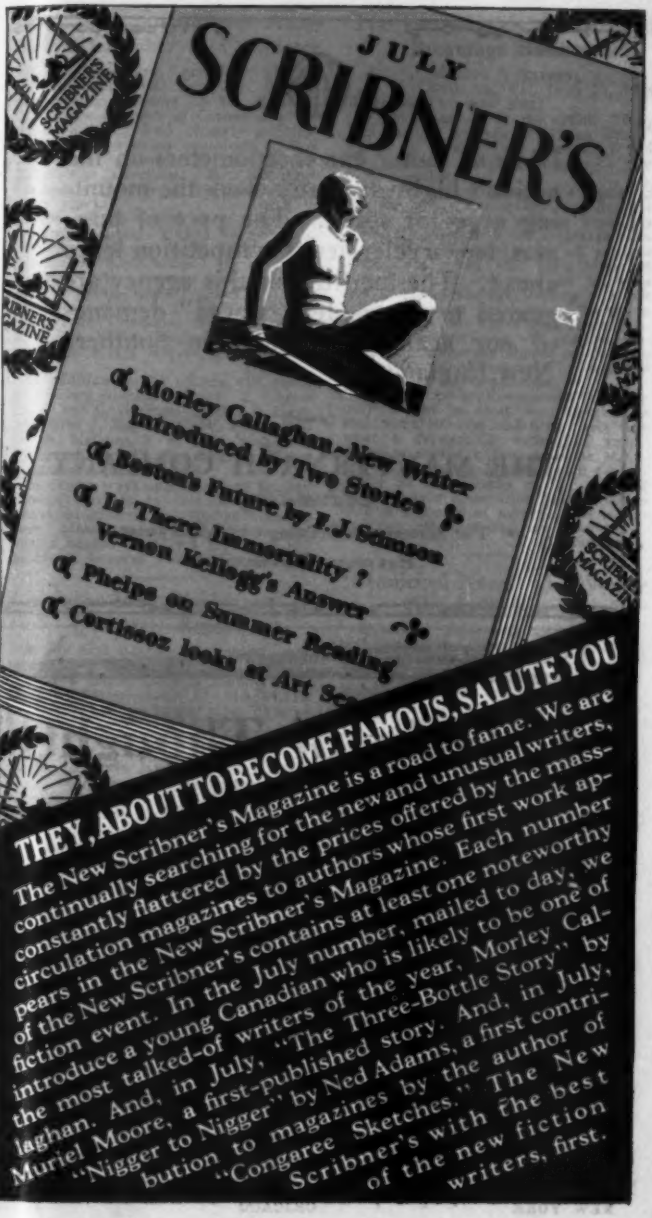
Andrew L. Carmical, recently with Critchfield & Company, Chicago advertising agency, has been appointed by the New York *Telegram* to do special promotion work. He formerly was with the Chicago *Herald and Examiner* as promotion manager and before that was with the Chicago *American* in a similar capacity.

Billings & Spencer Account to Hartford Agency

The Billings & Spencer Company, Hartford, Conn., has appointed Norris L. Bull, Hartford advertising agency, to direct its advertising account. Business papers will be used to advertise Billings & Spencer wrenches, drop hammers and die sinking machinery.

"The Christian Science Monitor" Advances H. C. Burr

Hudson C. Burr has been appointed manager of national advertising of *The Christian Science Monitor*, Boston. He has been with the New York office for several years and for the last six months has been assistant Eastern advertising manager.


JULY
SCRIBNER'S
¶ Morley Callaghan—New Writer Introduced by Two Stories
¶ Boston's Future by F. J. Stimson
¶ Is There Immortality? Vernon Kellogg's Answer
¶ Phelps on Summer Reading
¶ Cortissoz looks at Art
THEY, ABOUT TO BECOME FAMOUS, SALUTE YOU
The New Scribner's Magazine is a road to fame. We are continually searching for the new and unusual writers, constantly flattered by the prices offered by the mass-circulation magazines to authors whose first work appears in the New Scribner's Magazine. Each number of the New Scribner's contains at least one noteworthy fiction event. In the July number, mailed to day, we introduce a young Canadian who is likely to be one of the most talked-of writers of the year, Morley Callaghan. And, in July, "The Three-Bottle Story" by Muriel Moore, a first-published story. And, in July, "Nigger to Nigger" by Ned Adams, a first contribution to magazines by the author of "Congaree Sketches." The New Scribner's with the best of the new fiction writers, first.

Dials of motor car speedometers on the nation's highways daily clock the mounting urge for speed. The pace of business, too, accelerates as competition leaps ahead. The facilities of this agency are geared to the modern "speed" demands of our near-by neighbors in Southern New England.

THE MANTERNACH COMPANY
Advertising
The Manternach Building · 55 Allyn Street
HARTFORD, CONNECTICUT



"A Train of Thought!"

for you to pursue at all times is: "How can I best serve my client?"

At least two major problems must be solved. One is to find the right market; the other the proper advertising medium.

PATERSON, N. J., with its cosmopolitan population of 143,000 may not be ideal for every product, but it is a market which no advertiser can overlook. Comparing it with 14 other cities of about the same size, Paterson ranks third highest in average number of wage-earners; second in wages and in value of manufactured products.

THE PRESS-GUARDIAN may not also always be the proper paper to use in each instance. (Its circulation embraces 18,000 of the medium and high-class families.) But if your product is one that can be sold to a group like this, you can undoubtedly utilize the columns of this paper to advantage as it reaches the home when people have the time to devote to their favorite paper and, incidentally, has the largest circulation of any evening paper of Passaic and Bergen Counties, which have one morning and five evening publications. Our minimum national rate is 6c a line.

The Paterson Press-Guardian

W. B. BRYANT, Pub.
NATIONAL REPRESENTATIVES
G. LOGAN PAYNE CO.
NEW YORK CHICAGO BOSTON

Alvan Macauley Heads Automobile Chamber of Commerce

Alvan Macauley, president of the Packard Motor Car Company, Detroit, was elected president of the National Automobile Chamber of Commerce at its annual meeting held recently at New York. The retiring president is Roy D. Chapin, chairman of the Hudson Motor Car Company. Mr. Macauley has been a director of the Chamber for many years.

Other officers elected were: Alfred H. Swayne, General Motors Corporation, first vice-president; A. R. Erskine, The Studebaker Corporation of America, vice-president, passenger car division; A. J. Brosseau, Mack Trucks, Inc., commercial car division; H. H. Rice, Chevrolet Motor Company, treasurer; John N. Willys, Willys-Overland, Inc., secretary; and Alfred Reeves, general manager.

In addition to the officers, the board of directors includes: Walter P. Chrysler, Robert C. Graham, Charles D. Hastings, Fred J. Haynes, C. W. Nash, William E. Metzger, R. E. Olds, Walter C. White and Mr. Chapin. Charles Clifton is honorary president.

To devise ways and means to further broaden markets in this country and abroad, in addition to other activities, a trade promotion committee was appointed headed by Alfred P. Sloan, Jr., president, General Motors Corporation.

Johns-Manville Issues Quarterly Report

In the first quarterly statement ever issued by the Johns-Manville Corporation, New York, asbestos roofing, etc., and subsidiaries, sales of $10,144,156 are reported. Net profit, after Federal taxes, amounted to $772,705.

J. A. Owens Returns to Provo "Herald"

J. A. Owens, at one time advertising manager of the Provo, Utah, *Herald*, has rejoined that paper in his former capacity. He succeeds Jesse Clark, who has resigned to engage in newspaper work in Los Angeles.

Appoints Warren Kelly, Inc.

The Nee-Tee Garter Company, New York, has appointed Warren Kelly, Inc., New York, advertising agency, to direct its advertising account. Golf magazines, business papers and direct mail are being used. Newspapers will also be used during the summer.

Boston Account for N. W. Ayer & Son

The A. J. Tower Company, Boston, maker of Fish Brand oiled clothing, have appointed N. W. Ayer & Son as advertising counsel.

The Lame Ducks of the Food Brokerage Business

HORTON & SNYDER
ROANOKE, VA., JUNE 13, 1928

Editor of PRINTERS' INK:

From a perusal of the article "Why Merchandise Brokers Are Going Broke" by A. H. Deute [June 7 issue] I find my opinion largely coincides with that of the author.

The whole situation boils down to the one word "Competition." Because of the fact that no working capital is necessary to start in the brokerage business, there are always in all markets some lame ducks who have failed at something else and who go into the merchandise brokerage business as a last desperate effort to make a living on their own hook. These boys know nothing of sales costs and will promise anything and undertake almost anything to get a few good accounts. These we will always have with us.

The first off-hand suggestion that occurs to me to meet the situation is that manufacturers and first hands who want a dependable, substantial representative should adhere to some standard in appointing brokers, such for instance as membership in the National Food Brokers Association, which carries with it a degree of assurance as to experience, efficiency and permanence.

J. M. HORTON.

"Municipal News" and "Water Works" Merged

Municipal News and *Water Works*, both owned by the Gillette Publishing Company, Chicago, have been merged with the July issue under the name of *Municipal News and Water Works*. Halbert P. Gillette will be chief editor of the combined publications.

Brooks Bank Note Company Transfers E. L. Hazelton

Everett L. Hazelton has been appointed manager of the Boston office of the Brooks Bank Note Company, Springfield, Mass. He formerly was manager of the Portland, Me., office of this company.

Death of Max Peck

Max Peck, president of the Peck Advertising Agency, Inc., New York, died at Long Beach, N. Y., on June 13. Besides his interests in advertising, he published several community newspapers in Brooklyn and was active in real estate development. At the time of his death, he was sixty-five years old.

G. L. Alpers with "The Elks Magazine"

George L. Alpers has joined the advertising staff of *The Elks Magazine*, New York. He was recently with *The Shrine Magazine*, of that city.

Paul Ressinger, President, Chicago Typographic Society

The Chicago Society of Typographic Arts, now in its second year of existence, last week re-elected Paul Ressinger, as president. Jack Rideout, Charles Daniel Frey Company; R. Hunter Middleton, Ludlow Typograph Company, and Edwin B. Gillespie, Bertsch & Cooper, were likewise re-elected, as vice-president, secretary and treasurer respectively.

George B. Utley, George O. Cromwell, Col. E. T. Miller, Tony Rubovitz, Harry Hillman, W. E. Bowes, A. C. McFarland, Ernst F. Detterer and Loring G. Peede continue as directors of the society.

Wallach Advertising Company, New Business

The Wallach Advertising Company, Inc., has been organized at New York by Joseph Wallach, John S. Greenwalt and William H. Heisten. Mr. Wallach, president of the company, was formerly treasurer of Wallach Brothers, of that city.

Mr. Greenwalt, vice-president, was formerly advertising manager of the Leopold Morse Company, Boston, and Mr. Heisten, treasurer, was in the printing and publishing business. The new company will specialize in the men's and women's wearing apparel field, both manufacturing and retail.

Bausch & Lomb Acquire Artop Specialties

The business of Artop Specialties, Rochester, N. Y., distributors of the Artascope, has been merged with a newly formed specialties department of the Bausch & Lomb Optical Company, of that city. This department is under the management of Walter G. Bower, formerly manager of the Bausch & Lomb Boston office.

H. C. Goodwin, Inc., Rochester advertising agency, has been appointed to direct the advertising account of the specialties department.

Newspaper Campaign Introduces New Ginger Ale

The Whistle Bottling Company, New York, is conducting an advertising campaign in newspapers in several cities on "Vess Dry," a new 5 cent ginger ale. The Lyon Advertising Agency, Inc., New York, is directing this campaign.

Appoints New England Advertising Representative

Children, the Magazine for Parents, New York, has appointed Wheeler & Wildes, Inc., publishers' representative, Boston, as its New England advertising representative.

LET SKEEZIX AND ORPHAN ANNIE HELP You Sell Your Products

Tie up your advertising with these cartoon strips and gain

$1,000,000.00 worth of Free Publicity

When you place your advertisement on one of these buttons your product is tied up with two nationally known cartoon strips and is in a fair way to gain equal popularity. Skeezix and Annie are run in over 200 large newspapers throughout the country.

A large sweater manufacturer is using thousands of these buttons, successfully promoting the sale of children's sweaters. A well-known shoe manufacturer has just placed a very large order on which his trade mark will be displayed.

These buttons are especially adapted for manufacturers, department stores, and other retailers handling any product for children. Kiddies will be tickled to wear one and you will have walking billboards on every street in town.

Serving National Advertisers for more than Thirty Years

These buttons manufactured under exclusive license by



PARISIAN NOVELTY CO.
3512-3522 S. Western Ave.
CHICAGO, ILL.

Manufacturers of
Advertising Novelties, Signs and Specialties





Claude C. Hopkins

formerly President of Lord & Thomas

has become

Chairman of the Board of Directors of this Company

EFFECTIVE JUNE 1, 1928

The Quinlan Company

Advertising

35 East Wacker Drive

CHICAGO

NATIONAL ADVERTISERS SHOULD KNOW—

THE GUGLER
LITHOGRAPHIC
COMPANY
MILWAUKEE

SINCE 1878
THE LETTERHEAD HOUSE OF AMERICA
Lithographed-Printed-Embossed

SALES EXECUTIVE AVAILABLE

Executive specializing in sales, but experienced in administration, factory and finance, is open for an interesting job. Reorganization or revitalizing work specially appealing.

Still in early middle age with record of successful work for big companies behind him.

Prefer arrangement with reasonable salary plus substantial bonus for accomplishment.

Address "N.," Box 193, Printers Ink.

FARM PAPER SUMMARY FOR MAY

COMMERCIAL ADVERTISING LINEAGE

(Exclusive of house, livestock, baby chick and classified advertising)

MONTHLIES

	1927 Lines	1928 Lines
Country Gentleman..	56,271	52,246
Breeder's Gazette...	*15,360	18,456
Capper's Farmer...	16,819	18,135
Successful Farming.	23,311	17,224
California Citrograph	14,076	16,422
Farm Journal.....	17,616	14,916
The Dairy Farmer..	8,670	13,456
Farm & Fireside....	14,170	12,869
Florida Grower.....	9,762	12,740
Amer. Fruit Grower	6,891	8,903
Better Fruit.....	6,719	8,139
American Farming..	6,457	6,714
Farm Mechanics....	8,276	6,703
The Bureau Farmer	....	5,578
Farm Life	4,809	4,999
Am. Produce Grower	5,486	4,638
Pacific Homestead..	4,442	3,951
Farmers' Home Jour.	2,217	1,240
Total	221,352	227,329

*Three Issues.

SEMI-MONTHLIES

	Lines	Lines
Okla. Farmer-St'kman	26,849	31,383
Dakota Farmer.....	25,910	30,887
Missouri Ruralist..	20,375	28,419
Montana Farmer...	18,901	25,947
Hoard's Dairyman..	27,156	23,806
Farmst'd St'k&Home	19,999	21,368
SouthernAgriculturist	16,466	18,204
Southern Ruralist..	13,677	17,943
Mich. Bus. Farmer	15,103	16,747
The Illinois Farmer	13,673	16,697
Western Farm Life.	13,195	15,800
Utah Farmer.....	13,875	15,157
Southern Planter..	10,164	14,134
The Florida Farmer	....	9,876
S.D.Farmer&Breeder	9,770	9,514
Iowa Farmer & Corn Belt farmer	....	8,586
Missouri Farmer....	6,765	8,515
The Ark. Farmer..	5,414	7,776
Southern Cultivator & Farming	6,543	6,438
Modern Farming....	5,663	5,539
Total	269,498	332,736

More farm families in New York State read

AMERICAN AGRICULTURIST

than any other publication.

Henry Morgenthau, Jr.
Publisher
461 Fourth Ave., New York

Few men have heard of

Photo-Gelatine Printing

(*Screenless*)

single or multi-color.

Ideal for all manner of pictorial display material.

We are equipped to make

SHORT RUNS

quickly and cheaply.

If you've never seen specimens of our work, we shall be glad to send you samples.

Wyanoak Publishing Co.
INC.
136 West 52nd Street
New York, N.Y.
TELEPHONE: CIRCLE 2780

WEEKLIES
(Four Issues)

	1927 Lines	1928 Lines
Nebraska Farmer...	35,028	45,353
Kansas Farmer, Mail & Breeze	29,607	40,773
The Farmer.....	32,700	40,535
Prairie Farmer....	32,906	37,980
Pacific Rural Press	35,039	36,231
Iowa Homestead....	30,014	*35,184
Wallaces' Farmer..	30,913	34,003
Washington Farmer	29,826	*33,191
California Cultivator	32,152	32,786
Farm & Ranch.....	32,041	32,482
Oregon Farmer....	30,481	*32,158
Wis. Agriculturist..	31,084	30,958
The Farmer's Guide	24,211	30,047
Michigan Farmer...	25,829	29,297
Wisconsin Farmer..	26,131	*29,172
Ohio Farmer.....	26,440	28,909
Idaho Farmer.....	27,400	*28,809
Rural New Yorker..	25,899	28,025
Pennsylvania Farmer	26,984	25,431
New Eng. Homestead	26,162	24,725
Progressive Farmer & Farm Woman..	23,296	22,554
Am. Agriculturist..	18,779	22,080
OhioSt'kman&Farmer	17,140	18,234
Penn. Stockman & Farmer	19,064	17,341
Dairymen's League News	8,121	6,848
Total	677,247	743,106

*Five Issues.

FARM NEWSPAPERS

Kansas City Weekly Star	*25,530	†36,199
Memphis Wkly. Commercial-Appeal ..	†11,225	†12,252
Dallas Semi-Wkly. Farm News	11,692	10,201
Atlanta Tri-Weekly Constitution	8,191	7,610
Atlanta Tri-Weekly Journal	9,027	7,054
Total	65,665	73,316

*Four Issues.
†Five Issues.

Grand Total.....	1,233,762	1,376,487

(Figures compiled by Advertising Record Company.)

The Morris Knobel Company, Inc., New York, manufacturer of Knobel's "Little Lady" coats, has appointed the M. Spivak Advertising Agency, New York, to direct its advertising account. Business papers and direct mail will be used.



You can see me during July about your market in Great Britain

I will attend the Convention of International Advertising Association at Detroit, and plan to stay in the United States until the end of July. While there I would be pleased to extend what help I can to any manufacturer who is interested in selling his goods in the British Isles.

I am particularly qualified to discuss the British market for automobiles, motorcycles, automotive parts and accessories, tires, gasoline, lubricating oils, trucks, buses, aeroplanes, radio sets, electrical and wireless goods, machine tools, construction machinery and equipment and in fact all products of a mechanical, engineering or technical nature.

It is in advertising of this character that The Heritage Peters Advertising Service, Ltd. specializes. I have been advertising automotive and engineering products in Great Britain for 22 years. In 1913 I established my own agency in Coventry. During these years my organization has accumulated a wealth of experience, about which I will be glad to tell you in a personal interview. Appointments may be arranged by addressing

J. HERITAGE PETERS

Rickard and Company, Inc.

Graybar Building, 420 Lexington Avenue, New York, N. Y.

Telephone—Lexington 8380

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC. Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

San Francisco Office: 564 Market Street, M. C. MOGENSEN, Manager.

Issued Thursdays. Three dollars a year, $1.50 for six months. Ten cents a copy. Foreign postage, $2.00 per year; Canadian, $1.00.

Advertising rates: Page, $135; half page, $67.50; quarter page, $33.75; one-inch minimum, $10.50; Classified, 75 cents a line, minimum order $3.75.

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ROY DICKINSON, Associate Editor
ALBERT E. HAASE, Associate Editor
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A. H. Deute, Special Contributor

Chicago: G. A. Nichols, Frederic W. Read

London: Thomas Russell

NEW YORK, JUNE 21, 1928

The Right to Be Let Alone

"One of the highest and most sacred rights of every honest business is the right to be let alone."

"It is the duty of the Government not to place on honest business any unjust burden."

W. E. Humphrey, chairman of the Federal Trade Commission, is responsible for both of the above quotations which appeared in *The Nation's Business*. They were made very recently—almost simultaneously, in fact, with Commissioner Humphrey's declaration that the publisher should be made legally "responsible for the truth of the advertisements he publishes." "The publisher is 'the go-between' that brings the crook and his victim together," said Commissioner Humphrey. "Why should not the publisher be made a party to the suit?"

PRINTERS' INK believes that in the two remarks which head this editorial, Commissioner Humphrey has answered his own question. We believe that "one of the highest and most sacred rights of every honest business is the right to be let alone." The publishing business is an honest business. If it were possible to compare such an abstract matter as honesty, it would doubtless be found that the publishing business is as honestly conducted as any of this country's industries. Therefore, we believe the publishing industry should "be let alone."

We also subscribe to the belief that "It is the duty of the Government not to place on honest business any unjust burden." In our opinion, Commissioner Humphrey's plan to make the publisher a party to a suit charging misleading advertising involves placing an unjust burden on the publishing industry. Our reasons for entertaining this belief are summed up in an open letter to Commissioner Humphrey which appeared on page 25 of the June 14 issue of PRINTERS' INK.

It is entirely possible that the conference of publishers which the Trade Commission has called has inherent possibilities for accomplishing great good in furthering the fight against fake advertising. Whenever an opportunity is provided for keen minds to meet and openly discuss common problems, there is a strong possibility that big strides will be made toward finding workable solutions.

Consequently, our stand is not in opposition to the conference itself, although those who claim that advertising is not interstate commerce object to any move which places the advertising industry under the jurisdiction of the Trade Commission. Our objection, rather, is to the *direction* which Commissioner Humphrey is endeavoring to give the conference. We object, in other words, to Commissioner Humphrey's avowed intention to induce the publishing industry to shoulder the responsibility for misleading advertising. We object to

a conference which has been called, not to stimulate free discussion, *but to secure confirmation of preconceived notions*, especially when those preconceived notions conflict with established methods that are the result of years of experience in fighting fraudulent advertising.

There is a law against fraudulent advertising on the books of twenty-three States. It is known as the PRINTERS' INK Model Statute. It was drawn up by a lawyer who is an acknowledged—if not the leading—authority on unfair competition. This statute places the responsibility for fake advertising where it belongs—on the advertiser's shoulders. We should like to assure Commissioner Humphrey that when that statute was written by Harry D. Nims, the question of where the responsibility for fake advertising should be placed received the deepest consideration and the reason this responsibility was not charged to the publisher was because it was felt the burden would not only be unjust but that the plan would be impractical.

In conclusion, we might quote from a letter received from Dale Brown, manager of the Cleveland Better Business Bureau, Inc. He writes: "I believe that a conference such as that suggested by Mr. Humprey would be valuable. First, it would convince Mr. Humphrey that the situation could not be so easily handled by the publishers as he appears to think. Second, it would serve as a gentle warning to the publishing profession that the Government is looking its way and that to avoid intervention it must do a little necessary house cleaning."

Giving the Sub-Executive a Mark to Shoot At

There is a fast-growing business in New York of which it can truly be said that if the president died it would be necessary only to hire a new office boy. For many years it has been the policy of this company not only to fill all positions from within the organization, but to insist that no man is worthy of promotion who has not trained an understudy for his own position.

As a result, its offices are filled with young men working for the best interests of the firm because they know in advance that each one of them has a definite mark at which to shoot. For the man working to make the most out of his own job is truly working for the best interests of the organization of which he is a part.

Young men of the right caliber are the life blood of a growing organization and unless a business has a good number of them developing along sound management lines it is not properly protecting its own future. Every responsible member of this organization has been taught to consider it an integral part of his job to teach some alert young man all he has discovered about the business in nis long years of experience.

The president of this company says that the day is past when the able and intelligent young man is satisfied with generalities concerning the opportunities which await him.

As a direct result of this policy, the company this year is making a remarkable showing in a line of industry where profits are few and far between.

Courage in Advertising

On page 17 of this week's issue we print an address by W. W. Galbreath, president of The Youngstown Pressed Steel Company, delivered before the National Industrial Advertisers' Association. It is an inspiring story of courageous advertising.

Here is a company that was up to its neck in red ink. Its new factory was operating at only 9 per cent of its capacity. Yet Mr. Galbreath had the courage to ask for, and the board of directors the courage to approve of, an advertising appropriation of $20,000. On top of all this, the advertising was continued month after month without a sign of any tangible return. For seven months the campaign was kept going before a single order was booked. "It required a great deal of courage,"

Mr. Galbreath says, "to stick to it through this period."

How many manufacturers who once advertised and then stopped within a few months because of lack of tangible returns would be as successful today as the Youngstown Pressed Steel Company is, if they had continued with their advertising, no one can say. Very likely the figure, could it be compiled, would be a startling one, particularly if industrial advertisers were included in the total.

One of the principal weaknesses of so many industrial advertisers appears to be their demand for inquiries. If these do not materialize, the appropriation is cut or eliminated entirely. Naturally, advertising cannot operate effectively under these circumstances.

"We rarely receive a direct inquiry," said Mr. Galbreath. Nevertheless, after two years of advertising, the company showed a profit instead of a loss. New business has doubled almost every year. "If your product has merit," says Mr. Galbreath, "if your policy is sound, if you will tell your story to your prospective customers, and if you will continue to tell it long enough, you are bound to succeed. Industrial advertising will most certainly pay."

We have nothing to add.

Advertising Stutterers For nearly thirty days a certain national organization has been trying to reach a decision in the matter of its advertising expenditure for the next six months of 1928. The decision has just been reached: Contracts now in force will be reduced to a minimum; no new contracts in dealer and consumer periodicals will be made for the present. The principal reason assigned for this curtailment of advertising is that things do not look too promising for the summer.

Just at a time when more business is wanted, this large, high-powered organization decides it will let down in its efforts to get business. Its factory is going to go right on producing all the goods it can. Its sales force will continue to crowd this merchandise into retailers' stores, and when the sales force has done all it can in that direction, it will turn in and help retailers to crowd the stuff into the hands of consumers.

Well, why isn't that the prudent thing to do? Why isn't it business wisdom to save advertising money when returns from advertising begin to show a falling off, or when the outlook for keeping present customers and winning new ones seems darkened with heavy shadows of impending depression? It *is* all right if the product is to be cheapened, if distribution is to be held in check or contracted, if retailers are to be encouraged to handle competing products, and if consumers are to be educated to do without or use substitutes.

One large concern whose advertising expenditure is about $1,000,000 for the current year is adding two additional items to its sales program this summer: (1) It is re-designing its product and packages to bring them into harmony with modern futuristic tendencies in design, and (2) it is working out an entirely new program of dealer education. This educational program will aim to give retail salespeople a working knowledge of the principles underlying the present "art in industry" movement as well as teach them more about the product, more about its uses, and about new uses, and more about better methods of selling. What this company plans to do is to hold tenaciously to every item of present business by keeping its advertising campaign working at full efficiency while it wisely sets in motion plans to adapt its product to changing style standards and the education of its retailers on the market potentialities of an improved product.

Where will this company be six months from today, and where will the practicers of advertising curtailment be, according to all that is known of the laws that make for business success?

O. J. Hamilton, Chicago, has been appointed by *The National Poultry Journal*, Washington, D. C., as Western advertising representative.

"WE know more about OUR business than any *outsider* can"

QUITE SO, MR. MANUFACTURER. But remember, please, that in your business and every business, the very biggest factor is—*the Outsider!* Without the Outsider to buy and use your product, warehouses bulge and profits go glimmering.

The absorbing details of your business give the prospective customer scant concern. He has affairs of his own, of far greater personal interest.

Interpreting *your* product in terms of *his* interest is the specific function of the qualified advertising agency.

For 11 years Lamport, MacDonald Company has been performing this function...with a success clearly marked by the fact that our clients stay with us year after year.

We shall be glad to tell any interested manufacturer what these clients say about the unusual features of our PERSONAL SERVICE BY PRINCIPALS. No obligation, of course.

LAMPORT, MACDONALD COMPANY

Advertising • Merchandising

SOUTH BEND, IND.

Advertising Club News

J. W. Fisk Elected President of Milwaukee Club

James W. Fisk, merchandising counselor for Ed. Schuster and Company, has been elected president of the Milwaukee Advertising Club. He succeeds Irving C. Buntman. Ernest W. Lyman, of the Quality Biscuit Company, was made executive vice-president.



JAMES W. FISK

The departmental vice-presidents, who were elected, are as follows: Lewis S. McMeekin and Ray Cerlette, of the Boston Store; Royce E. Wright, First Wisconsin National Bank, and Fred J. Chlupp, Milwaukee *Sentinel*. Walter F. Weir, W. F. Nackie Paper Company, was made secretary and William Dittman, Milwaukee Label and Seal Company, treasurer.

Charles C. Younggreen, of Klau-Van Pietersom-Dunlap-Younggreen, Inc.; Eric E. Meyer, Meyer News Service Company, Inc.; Fred E. Eriksen, Electric Company, and Elling O. Weeks, Weeks Aircraft Corporation, were elected to the board of governors.

* * *

A. E. Schanuel Heads St. Louis Club

Arthur E. Schanuel, vice-president of Roeder & Schanuel, Inc., was elected president of the Advertising Club of St. Louis, at the annual meeting of its board of governors. The following officers were also elected at that meeting: Joseph P. Licklider, Missouri State Life Insurance Company, first vice-president; J. L. Isaacs, St. Louis *Post-Dispatch*, second vice-president, and George Leonard Schultz, Graphic Arts Studio, third vice-president.

Harold W. Neusitz, G. C. Kirn Advertising Sign Company, was made secretary and George E. Gayou, Advertising Slide Company, treasurer.

* * *

Albany, Oreg., Club Elects Calvin Ingle

Calvin Ingle has been elected president of the Advertising Club of Albany, Oreg., at its annual meeting. Other officers elected were A. W. Metzger, first vice-president; Glenn L. Jackson, second vice-president, and Roscoe Ames, secretary-treasurer. Ralph R. Cronise, W. V. Merrill, R. C. McDevitt, C. E. Spence and John H. N. Adams were elected to the board of directors.

J. A. MacLaren Heads New Toronto Club

John A. MacLaren, of the Campbell-Ewald Company, Ltd., was elected president of the Adcraft Club of Toronto, Ont., at its first official meeting. Robert C. Smith, of R. C. Smith & Son, was made honorary president.



J. A. MACLAREN

Other officers of the club are as follows: A. J. Denne, A. J. Denne & Company, Ltd., first vice-president; F. W. McLaughlin, Williams & Cunnyngham, Ltd., second vice-president; Arthur J. Francis, William Findlay Company, Ltd., secretary, and Wallace Findlay, treasurer.

The membership of the newly formed Adcraft Club is at present restricted to agency executives.

* * *

Little Rock Club Elects Officers

Miss Minnie A. Buzbee, of the American Southern Trust Company, has been elected president of the Advertising Club of Little Rock, Ark. Other officers elected were Robert C. Stark, Pyramid Life Insurance Company, first vice-president; George Pease, National Equity Life Insurance Company, second vice-president, and Miss Leonora Wilson, Wilson Letter Service, secretary-treasurer.

* * *

Heads Columbus Sales Managers

J. P. Dods, of the Tracy-Wells Company, has been elected president of the Sales Managers' Club, Columbus, Ohio. Other officers elected were: A. L. Odebrecht, Columbus Show Case Company, vice-president; Frank S. Constans, Peter Schille Company, secretary; W. I. Newlove, Orr, Brown, Price Company, treasurer, and Fred L. Shoenberger, manager.

* * *

Kenyon Stevenson Heads Lancaster Club

Kenyon Stevenson, assistant advertising manager of the Armstrong Cork Company, has been elected president of the Advertising Club of Lancaster, Pa. John Carter was made first vice-president; Robert Waddell, second vice-president, and John Buckwalter, third vice-president. Hazel Shireman was elected secretary and Walter Doner, treasurer.

Johnstown Club Elects F. G. Smith

Fred G. Smith, of Wm. H. Smith and Sons, was elected president of the Advertising Club of Johnstown, Pa., at its annual meeting. L. B. Inscho, Harris-Boyer Company, was made first vice-president, and J. C. Shreve, Brown and Bigelow, second vice-president. Robert J. Glock, Swank Hardware Company, and Victor H. Raab, Wm. H. Raab and Son, were re-elected respectively treasurer and secretary.

Those elected to the board of directors are: L. H. Henning, Valley Engraving Company; Kenneth P. Ripple, Johnstown Poster Advertising Company, and John C. Sheridan, Johnstown Automobile Company.

* * *

Katherine Mahool Heads Baltimore Women's Club

Miss Katherine Mahool, head of the Katherine Mahool Advertising Agency, has been elected president of the Women's Advertising Club of Baltimore. Doris Palmer was made vice-president; Elizabeth Nash, secretary; and Helen Orban, treasurer.

Miss Mahool has been appointed to the committee in charge of the "Women in Advertising" display at the International Advertising Association's convention to be held at Detroit.

* * *

Norman Cassiday Heads Des Moines Club

Norman Cassiday, president of Norman Cassiday, Inc., has been elected president of the Advertising Club of Des Moines, Iowa. Jean F. Carroll was made vice-president and William A. Temple secretary-treasurer. The board of governors is made up of Dan Frey, publicity committee; F. T. Carroll, house committee; Paul Miles, membership committee; and N. A. Winter, vigilance committee.

* * *

Ithaca Club Appoints Committee Chairman

W. A. Slingerland, president of the Advertising Club of Ithaca, N. Y., has appointed the following committee chairmen: J. E. Van Natta, membership; C. A. Seaburg, finance; William J. Waters, publicity; H. W. Chatfield, educational; A. B. Stover, entertainment; and Joseph F. Hickey, vigilance.

* * *

Triple Tie in Massachusetts Advertising Tournament

E. W. Hoyt, Frank J. Perry and Roy Barnhill tied for first place in the sixteenth annual golf tournament of the Massachusetts Advertising Association, held recently at the Mount Tom Golf Club, Holyoke. Their net scores were 75. Sixty-six members of the association played in the tournament.

I. A. A. Has Wandered, Says Gilbert T. Hodges

"Advertising Clubs and Things in General," was the subject of a talk by Gilbert T. Hodges, of the New York *Sun* and Munsey Magazines and president of the Advertising Club of New York, which he made before a recent meeting of the Advertising Council of the Chicago Association of Commerce. During this talk Mr. Hodges told something of his views regarding the functioning of the International Advertising Association.

"To my mind," he said, "the International Advertising Association has wandered considerably from its purpose. It has become too big, too unwieldy politically. It has become too much of a money-raising body. I feel that an industry spending over a billion-and-a-half a year should not have to go to the public to get money to keep itself honest."

The original reason, according to Mr. Hodges, for the existence of the International Advertising Association was that it might serve as a parent club for all other advertising clubs, a medium through which individual clubs might mutually profit by an exchange of their experiences. This, he feels, is still the only legitimate justification for its being.

Mr. Hodges also discussed the role of the advertising club, commenting on the contribution the club can make both to the individual in advertising and to the field as a whole.

* * *

Chicago Veterans Club Elects Officers

At its recent golf tournament, the Veterans Advertising Club of Chicago elected A. R. Wile, of J. P. McKinney & Son, as president. H. W. Gibbs, of Doremus & Company, Inc., and J. N. Morency, of the New York *Evening Journal*, are first and second vice-presidents, respectively.

O. R. Stadelman, of the Maurice H. Needham Company, is the new secretary. Marvin Hicks, of *Manufacturers News*, is treasurer.

* * *

Elect President of Toledo Women's Club

Harriet E. Goodsite, assistant advertising manager of the Lasalle & Koch Company, has been elected president of the Women's Advertising Club of Toledo, Ohio. Klea Whitmore was made vice-president; Ethel Hart, secretary, and Marion Powell, treasurer.

Laura Brown, Gertrude Banks, Bess Leeper, Margaret Milne and Gypsie Bennett were elected directors.

Van Allen Company Opens Detroit Office

The Van Allen Company, advertising agency of Chicago, has opened a Detroit office. Gordon Muir, vice-president of the agency, is in charge.

The Little Schoolmaster's Classroom

INTRODUCING the new salesman to the trade has brought many unusual ideas in the way of letters from the president, ingenious advance cards and many other plans designed to make the new salesman's first approach easier



for him. However, a company rarely has the opportunity of introducing a new salesman with as much romance and background as that which was offered to the Western Clock Company when a certain young man went to sell for it lately.

It was almost eighteen years ago that Big Ben first came to the attention of the general public through national advertising. The first dealer advertising was a series of richly colored posters which told an interesting story in a simple manner. An old grandfather had a young boy on his knee; the boy, approximately three years old, was babbling about the tick-tick he held in his chubby fist and the grandfather was explaining it to him as only grandfathers can. In its dealers' magazine, "Tick Talk," the Western Clock Company tells that the old gentleman in the original poster was Dr. W. S. Fraser, at that time a prominent physician in La Salle. The boy on his knee was Billy Mason, his grandson. The company recently reproduced the old poster in a page of its magazine and said: "One by one the years have rolled around since that time and in glancing at the picture now, we're reminded that the march of time brings many changes. Grandpa has long since gone to his reward and nature has endowed 'Little Billy' with a stature six feet in height.

"Through all these eighteen years Billy has maintained his youthful interest in Big Ben for just recently he has gone on the road as a Westclox salesman. We are inclined to think that very few of his customers will recognize him from the poster."

The Schoolmaster would be interested in knowing whether the Western Clock Company is out looking for future salesmen even at the tender age of three, or whether it was merely a coincidence that Little Billy, the original poster boy, applied for a job. In any case, the fact that the little fellow who first introduced Big Ben in print later became a salesman, offers an unusual opportunity to get over a human message to the retailers upon whom Billy makes his calls. It is naturally to be supposed that Billy will be greatly aided by that fact in beating sales quotas. People like the human touch in business. William Mason is starting to sell clocks under favorable auspices.

* * *

The Schoolmaster has always been interested in new sales outlets. Availability to the consumer is of prime importance in distributing almost anything. When new outlets increase availability, profits almost always increase. The Schoolmaster, an occasional visitor at his local Great Atlantic and Pacific Tea Company store, has watched at the counter to see what this increased availability



Selling 1200 Homes
with well known materials

What Chas. H. Reis thinks of ideas from the National Real Estate Journal:

"Will you kindly send us a copy of the edition which featured the Mills & Sons Development at Chicago.

If you have separate pages made up, I should like to have several copies of this, as this is very good publicity and we should like to study this matter over very carefully."

(Signed)
Chas. H. Reis. Inc.
Chas. H. Reis,
President.

Chas. H. Reis, real estate operator of Woodridge, N. J., is building and selling a group of 1200 homes.

The homes sell readily because Reis features the quality materials used in them. He makes active use of nationally advertised materials. This idea is part of the merchandising plan we introduced to Realtors and manufacturers.

Home and apartment building is in the hands of real estate operators today. Sell them with this plan through their publication, the

A. B. C. **NATIONAL REAL ESTATE JOURNAL** A. B. P.

PORTER-BEDE-LANGTRY CORPORATION

139 N. Clark St. Chicago

It requires considerable experience to know where to go for the right kind of facts; what facts to gather, and how to analyze them, but—

It takes even *more* experience to interpret those facts into sound conclusions.

Almost anyone, with little or no experience in Market Research, and with less in marketing, can gather some sort of market facts, draw conclusions, and call it "a survey."

But it will not be an Eastman Survey.

R · O · EASTMAN
Incorporated
7016 Euclid Avenue · · · Cleveland
113 West 42nd Street · · New York

Stick a Pin
Tatchit
REG. U.S. PAT. OFF.
on the backs of calendars or show cards



to get them
—hung!

WRITE FOR SAMPLES
THE H. C. COOK CO., ANSONIA, CT.

through a new sales outlet has done for the heavily advertised cigarette. The figures given him for this one store were so surprising that he set about getting an estimate on how much money had been added to the sales of this chain-store system. An estimated figure of $40,000,000 a year was the result of this mild research, though the previously printed estimates had been much lower than that.

A rather neat addition to the total volume of cigarette business and another example of how important a new sales outlet may become.

* * *

The First National Bank, of Biloxi, Miss., believes in advertising the advantages of its town. Not only that but it believes in doing what it feels is a good thing, with the result that the checks that this bank offers to its depositors are most unusual from an advertising angle.

The background of the check consists of a composite picture of Biloxi, showing the various hotels, yacht club and other points of interest, including the familiar lighthouse by the sea. This composite picture is an exact duplication of the town, with the minor exception that distance was shortened a bit in order to include all of the prominent places within the scope of the picture. But the whole thing has been so skillfully done that to all appearances it is a photograph of Biloxi. This is done in a tint and forms the background of the check, the picture covering practically the entire check.

Then instead of using lines for entering the date, the name of the person to whom the check is drawn, the amount and the signature as well as the check number, lines of miniature type have been used, each line telling of some attribute of the town. For instance, the harbor, the bathing, fishing, the fine hotels, the climate and such things all come in for mention on the face of the check. The type that is used is a plain Gothic type, light in face and very small but still distinct enough to be easily

Look us up in Detroit

When you attend the I. A. A. Convention at Detroit, visit the Printers' Ink booths—71 and 72, Section A.

We may be able to show you how to get more out of your reading of Printers' Ink—what the Research Department is doing and can do, for instance.

You will find stenographic and telephone service available and we will be glad to have you make Printers' Ink your headquarters for appointments and messages.

PRINTERS' INK PUBLICATIONS

185 Madison Avenue New York, N. Y.

Nation - Wide Sale of Lumber

in markets thousands of miles away from sawmills makes price quotations indispensable to manufacturers and dealers — over 12,000 lumbermen get theirs weekly from the

American Lumberman

Est. 1873 CHICAGO A. B. C.

FIRST CLASS AGENT

excellently introduced among Manufacturers of Cigarettes, Chocolate, Soap, Provisions, etc., wanted on commission basis for NEW YORK

for the sale of our lithographic products, such as posters and other advertising media, folding boxes, wrappers, etc. No sales from warehouse, but only specially manufactured goods. Please address offers, stating if possible, German references, to

Wezel & Naumann Aktiengesellschaft, Leipzig (Germany). Leading Firm in Germany.

Mail Subscription Manager

A man of successful experience desired by long established publishing house, capable of selling subscriptions to business executives by mail. A good opportunity for a man who can produce results. State qualifications and experience. Address "L," Box 191, care Printers' Ink.

read. The use of type lines instead of the regular lines does not make the check more difficult to use since writing on the word lines is just as easy as on the regular lines.

As a starter, this bank had a limited quantity of these checks made up for those customers who wanted them. But when the customers began to see the new checks they all wanted them, with the result that this bank is now using no other check. Other checks are available to those who want them but nobody wants the other style.

The shrimp packing industry is quite large in Biloxi and this fact, together with the fact that it is a winter tourist town, means that these advertising checks go all over the United States, extolling the virtues of Biloxi and the Gulf Coast. Bank officials report that they have had letters from bankers and business men all over the country asking about these new checks, the cost of them and other information. Even small merchants in various parts of the country have written in asking for samples and details as to cost, where they may be obtained for their locality, and so on. The first lot of these checks was rather costly but after the preliminary cost had been paid they cost no more than the other style, which in the long run makes this sort of advertising exceedingly reasonable.

* * *

The Schoolmaster wonders whether there is to be open war between the men who make things and the consumers who use them, because of the ambiguity of some of the directions which manufacturers place upon their packages.

Amos Bradbury, in "Your Directions to Me," which appeared in the June 14 issue of PRINTERS' INK, took exception to what he called the complicated words on packages.

Among many comments on this article was the following from Walter I. Willis, vice-president of the Three-in-One Oil Company:

"Manufacturers must assume average intelligence on the part of the consumer, and cannot supply

Your Agency

Would Cheer if You Secured

This Man

H. H. B. is a mature, national-size executive who knows how to gear up the several selling *forces* of modern commerce so as to develop maximum selling *power*. ONE of his ideas . . . put into effect three weeks after he took his present position . . . has more than paid his five-figure salary. And he'll go anywhere where there's a national-size job of sales-building for a worthy product. To expand your sales, do a selling job on H. H. B. . . . and then *hire* him.

THIS ADVERTISEMENT was prepared and inserted for H. H. B. by The Kenyon Company, advertising agents. H. H. B. is an executive officer in one of our client-companies. No man with whom we have worked knows better how to make advertising go to work when it goes to press. He has made a name for himself in two totally different industries as an executive of energy, infectious enthusiasm and practical merchandising ideas. We commend him to any agency or manufacturer interested in promoting sales on a large scale for a sound product. A sheaf of letters from executives of nationally known corporations give more personal and detailed testimony. Copies are available. Address replies to

H. H. B., PERSONAL,
care of The Kenyon Company, Metropolitan Bldg.,
260 Tremont St., Boston, Mass.

Copy-Production Man Wanted

A SMALL, highly reputable 4-A Advertising Agency in New York City offers an exceptional opportunity to an American, 23-30 years old, who can write effective copy and who has a thorough working knowledge of production and layout. He will virtually be in charge of his end of the business; he will find surroundings congenial, the work interesting and the future limited only by himself.

Write fully, and in confidence, about your experience, education, salary, etc.

Address "O," Box 194,
Printers' Ink

LITHOGRAPHED LETTERHEADS

$1.25 per 1000

IN LOTS OF 50,000
25,000 at $1.50—12,500 at $1.75 or 6,250 our Minimum at $2.25 per 1000 Complete—Delivered in New York

ON OUR 20 LB. WHITE PARAMOUNT BOND

A Beautiful, Strong, Snappy Sheet

ENGRAVINGS AT ACTUAL COST

GEO. MORRISON COMPANY
558 West 22nd St. New York City

SEND FOR BOOKLET OF PAPER AND ENGRAVINGS

with each package sold, either a trained nurse or a mechanic."

Mr. Bradbury, asked to comment on Mr. Willis' satirical reply, says that he has never had any trouble using that gentleman's oil either on door hinges or on razor strops, but still insists that highly skilled mechanics, doctors and hieroglyphic decipherers are essential in the case of a number of other products.

"Let any man or woman take a trip from cellar to bathroom shelf in his own home," says Mr. Bradbury, "and he will discover for himself as he reads the directions on product, package and can how necessary it is that many of them be made simpler and more understandable. If the manufacturer will ask any outsider of average intelligence to read his directions carefully and then to tell said manufacturer how to make those directions more simple, I feel confident he will, in many cases, receive a very valuable lesson in consumer attitude."

L. W. MacPherson Joins Adsealit Corporation

Lawrence W. MacPherson has joined the New York office of The Adsealit Corporation. He formerly was in charge of the advertising and merchandising of The Economy Grocery Stores Corporation, Boston.

McCready Huston with South Bend "News-Times"

McCready Huston, at one time with the former Pittsburgh *Gazette-Times*, has joined the South Bend, Ind., *News-Times* as managing editor.

Multigraph Ribbons Re-inked

Our SUR-T-FYD process costs only $6.00 a dozen. Try it. A trial order will convince you that it is the best Re-Inking you can buy.

Send 3 Ribbons to be Re-Inked at our expense.

W. Scott Ingram, Inc.
57 Murray St., New York City

"GIBBONS knows CANADA"

J. J. GIBBONS Limited, Advertising Agents

Toronto ..... Montreal ..... Winnipeg ..... Vancouver ..... Hamilton ..... London, Eng.

New York Office 2152 Graybar Bldg. Thomas L. Briggs Manager for United States

147 Advertisers

used 99.05% of the largest

Magazine Appropriations

150 of the largest magazine advertisers spent $95,246,968 in ninety-two magazines during 1927 as compiled by the Denney Publishing Co.

99.05% of this total or $94,347,436 was bought by 147 leading magazine advertisers subscribing to the *Printers' Ink* Publications.

Summary of the actual readers of the Printers' Ink Publications among the 150 Leading Magazine Advertisers

	Readers of P. I. Weekly	Readers of P. I. Monthly	Readers of both Weekly & Monthly	Total Weekly & Monthly Readers
Major Executives	134	114	104	144
Sales Executives	158	131	104	185
Advertising & Sales Promotion Executives	211	168	155	224
Asst. Major Executives, Branch Managers & Miscellaneous	542	413	317	638
Total Readers	1,045	826	680	1,191

A circulation analysis giving the individual names and executive titles of these readers will be shown on request to those interested.

Printers' Ink Publications

185 Madison Avenue **New York, N. Y.**

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, $3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

CHICAGO TRADE PAPER FOR SALE

A weekly in an essential field. Established 1923. Controlling interest $32,000. Box 672, Printers' Ink, Chicago Office.

Dutch Publisher

of two international art periodicals wants advertising representative. Apply Box 662, Printers' Ink.

If your product is right and priced right, and you want intelligent Sales Representation in New York City, I am open to a real proposition. Have excellent connections and maintain own office. Box 660, Printers' Ink.

WOULD SELL—one-third interest in a modernly equipped plant consisting of Kellys, Vertical, Jobbers, Cylinder, Linotypes and bindery. Average business about $100,000 per year. A1 practical man preferred. Box 661, Printers' Ink.

Successful
Chicago and Middle Western
PUBLISHERS' REPRESENTATIVE

Now handling one retail trade paper. Can represent one additional paper of merit. Box 667, Printers' Ink.

Canadian Publisher of group of successful trade and technical papers would discuss Eastern U. S. representation with individual or firm interested and qualified. Executive from Toronto will be in New York first week in July. Write Box 664, Printers' Ink.

HELP WANTED

WANTED—Syndicate service salesmen who have sold newspaper advertising. Entirely different proposition with protected territory. Liberal commission. Immediate action desirable. Box 658, P. I.

SYNDICATE SERVICE SALESMEN who can sell moderate priced newspaper advertising service to banks. State territory desired. Give references. Liberal commission basis. Box 665, P. I.

WANTED

thoroughly experienced first-class advertising solicitor to represent in eastern territory an old established trade paper —the leader in its field. Please give age, also in detail your experience, references and salary wanted. Box 663, P. I.

SALESMEN

A national organization has several openings for men capable of selling a low priced typewriter specialty direct to consumers. This is not something new but an established business with branches from coast to coast. Exclusive territory given. Liberal commission with drawing account and bonus. Box 671, P. I.

WANTED—Men who have had syndicate advertising experience who are qualified to train men. Give full details of experience, including salary expected. Application entirely confidential. Box 659, P. I.

COPY WRITER WANTED by recognized agency. Person with layout experience preferred. State experience, age, education; salary desired to start. Box 678, Printers' Ink.

WHERE IS THE MAN—

that has a real record of real things accomplished as a sales manager or 1st assistant in the grocery specialty field and that could come with us and build our sales into real volume with a half dozen men? Product has been selling 3 years; it has distinct improvements over any competitor. May business record so far. This man must be around 40 and willing to take a mere living at first but an executive position awaits him and a substantial holding in the company. Address brief letter to Apartment G. 3, Highland Hall, Rye, N. Y.

WANTED

Advertising Manager

Manufacturer of dominant line of building specialties wants man 25 to 30 years old, to take full charge of advertising, mail, sales promotion and publicity. Should have some experience or general knowledge of building field and merchandising thru architects, builders, etc. This Company and industry growing very rapidly with unlimited possibilities. While starting salary moderate, proved ability will be assured or rapid progress and attaining a key position in the organization. Applicants must be competent and creative on direct mail and mechanical production. References of sufficient training required, also samples of work done. Export experience also desirable but not essential. Address: Box 673, Printers' Ink, Chicago Office.

Advertisement Director

capable of writing informative copy with style rather than price appeal, wanted by high grade Eastern Department Store. State age, particulars of experience and compensation wanted in first letter which will be confidential until after interview. Box 674, c/o P. I.

SALESMAN

Exceptional opportunity is offered a high class man—able to contact large outlets on modern electric appliances. Successful middle west manufacturer offers closest co-operation and permanent money making opportunity in high class business to the right man. Gentile preferred. Age 35 to 45. Write giving details of past experience, nationality—age and other facts we should know before arranging appointment.

WESTON-BARNETT, INC.
534 Wrigley Bldg. Chicago, Ill.

POSITIONS WANTED

ART DIRECTOR OR VISUALIZER

What agency or manufacturer can use a competent art director and visualizer. 15 years' experience with leading agencies. Box 676, Printers' Ink.

COPY AND LAYOUTS ON FREE-LANCE BASIS ESPECIALLY DIRECT MAIL

New York 4A agency man; highest type experience. Box 668, Printers' Ink.

ARTIST—wants position anywhere outside of New York City. All-around experience; Lettering, Design, Photo-retouching, etc. Reliable worker with creative ability. Young, married, now employed. Box 666, Printers' Ink.

ADVERTISING - PUBLICITY—Young man, experienced, will entertain proposition to establish in connection with accounts now handled a publicity department for advertising agency desiring to obtain newspaper space. Box 657, P. I.

ARTIST
AGE 34—15 YEARS' EXP.

All around color and figure man. Desires connection with responsible concern. Box 675, Printers' Ink.

STAR COPY WRITER—FINISHED LAYOUT MAN

formerly prominent agencies and direct mail organizations; creator many quarter to million dollar resultful national—mail order—direct mail highly commended for unusualness and salesappeal. Box 669, P. I.

FRENCH WOMAN

29, exceptionally capable business correspondent in her own language, fluent also in Italian and Spanish, seeks position. L. S., 711 Times Building, New York. BRYant 2754.

OHIO MAN HOMESICK

Age, 44. Experience, 23 years. Advertising, editorial, selling and sales promotion. Copy, ideas, rough layouts, plans, management, placing. Ohio manufacturers and agencies get details. Address 232 The Park, Olive at 13th, St. Louis.

ADVERTISING MANAGER

thoroughly experienced in all phases of advertising and sales-promotion with leading manufacturers. Capable executive with successful record advertising, publicity, sales-promotion, merchandising, purchasing, etc. College man, good personality. Christian. Age 31, married. Box 670, P. I.

EXECUTIVES who have formed the habit of getting all the information possible before tackling new sales and advertising problems keep files of Printers' Ink and Printers' Ink Monthly.

To make these files more accessible we sell binders at cost. The Weekly is $1.25, postpaid, and the Monthly $2.00, postpaid. These binders are an attractive addition to any desk or library.



Printers' Ink Publications
185 Madison Ave. New York

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Specializing in a Billion Dollar Market

With the July issue, the oldest municipal magazine merges with the oldest water works magazine in America to form the new magazine "Municipal News and Water Works."

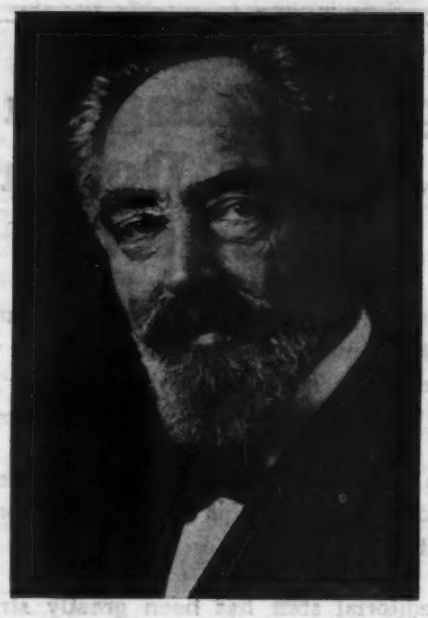
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